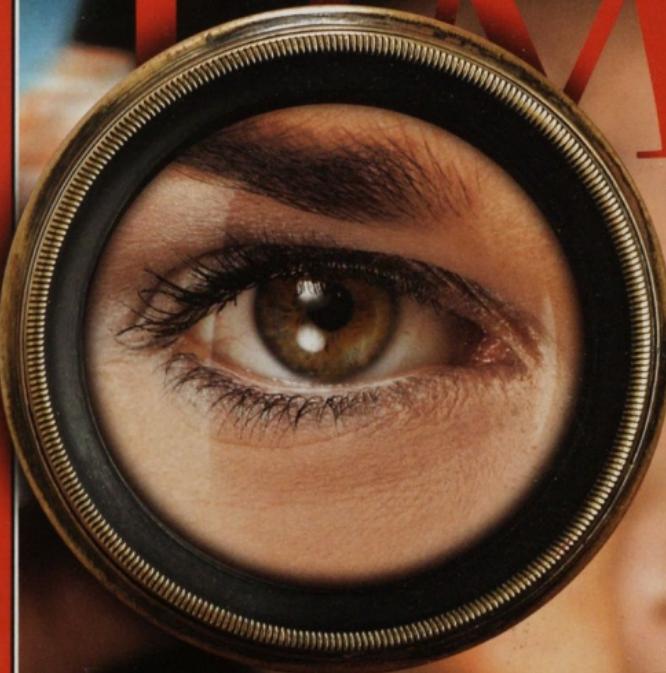


MARCH 20, 2006

ANNUAL ISSUE

# TIME



## WHAT'S NEXT!

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HOW THE INTERNET MAKES US ALL INVENTORS

THE NEXT TARGET VOTER: YOU

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PLUS: COOL, MUST-HAVE GADGETS



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# TIME

March 20, 2006  
Vol. 167, No. 12

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COVER: Photomontage for TIME by Aaron Goodman

PHOTOGRAPH BY COMBINE FOR TIME



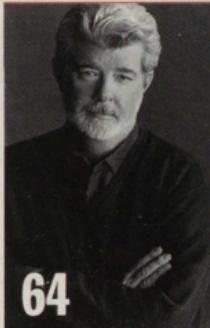
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▲ Bush watches as a homeowner raises the flag in Mississippi



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▼ Air bags for Honda motorcycles should be available sometime this spring



▲ George Lucas is leading films into the digital age, but not everyone wants to follow

**What's Next** Creative ideas used to come from a few geniuses, but technology is leveling the playing field so that we're all part of the process. A look at what's coming up in politics, health and the movies—and how you're influencing all of them

PHOTOGRAPH BY COMBINE FOR TIME



**38**

Everyone hopes Khalilzad can fix Iraq's problems



**54**

Joe Chisholm works hard to protect his birds against avian flu.

PHOTOGRAPH BY AP/ABACA

PHOTOGRAPH BY COMBINE FOR TIME

PHOTOGRAPH BY COMBINE FOR TIME

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Every day TIME journalists supply fresh servings of news and opinion, from instant analysis of breaking stories to blog postings, photo essays, audio interviews and much more.

## PHOTO ESSAY

### GORDON PARKS: The photographs of a LIFE master

[time.com/parks](http://time.com/parks)



See a gallery of great shots from the pioneering photographer and film director, who died last week at 93

# Q&A

## ASK DR. WEIL

Regular TIME columnist Dr. Andrew Weil writes in this week's magazine about osteoporosis. Have more questions about the disease? The doctor is in.

You can ask him at  
[time.com/askdrweil](http://time.com/askdrweil)



Andres Martinez

## What's Next

### A CONVERSATION ABOUT THE FUTURE

For this week's cover story, TIME editors assembled a panel of four thinkers—an Internet entrepreneur who also owns a basketball team, a big-city newspaper editor, an expert in popular culture and a mother who writes about the American family—to talk about the trends that will shape our future. Listen to excerpts from the discussion on [time.com](http://time.com), or, if you're a real future junkie, download a podcast of the complete discussion from our site.



Mark Cuban



Steven Johnson

#### GEORGE LUCAS

The innovative director talks about the state of filmmaking in an interview on [time.com](http://time.com)



Caitlin Flanagan

#### BILL GATES

In an exclusive [time.com](http://time.com) interview, the Microsoft founder discusses what's next in technology—and at his pioneering company

## VIEWPOINTS ON TIME.COM

**ANDREW SULLIVAN:** The pioneering blogger gives his often unpredictable take on the day's news [time.com/dailydish](http://time.com/dailydish)



**NANCY GIBBS:** TIME's editor at large tackles tough issues like abortion [time.com/Gibbs](http://time.com/Gibbs)

**► MICHAEL DUFFY:** He'll keep you ahead of the curve in Washington [time.com/duffy](http://time.com/duffy)

**CHRISTINE GORMAN:** Get the latest news on avian flu, AIDS and more in her Global Health Update [time.com/ghpupdate](http://time.com/ghpupdate)

**JOE KLEIN:** Read his opinion in the magazine, then ask our political columnist your own questions [time.com/askjoe](http://time.com/askjoe)

# I'm Fired?

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TV critic James Poniewozik comments on Donald Trump and other topics on his blog at [time.com/tunedin](http://time.com/tunedin)

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# 10 QUESTIONS FOR JODIE FOSTER

Jodie Foster, 43, has been in show business since she was 3 years old. She has experienced the highs of fame (including two Oscars) and the lows (John Hinckley Jr. said he attempted to assassinate President Ronald Reagan to impress her). She talks to TIME's Belinda Luscombe about playing a baddie in her new film, *Inside Man*, how she gets all the guy roles and why she's not Tom Cruise.

**THAT'S AN INTERESTING WOMAN YOU PLAY IN YOUR NEW MOVIE. HOW WOULD YOU DESCRIBE HER?** Well, she's a fixer. If something goes wrong in the upper circles, she comes in and cleans up the mess or negotiates between parties. And that means that she's not judgmental. She's kind of neutral, a sort of Switzerland. And in my book that's what makes her a bad guy.

**YOUR PAST FEW MOVIES HAVE BEEN COMMERCIALLY APPEALING BUT NOT ART HOUSE. HAVE YOU GIVEN UP ON**

**ANOTHER OSCAR?** [Laughs] It's not like you go out and try and drum those roles up. I'm interested in all kinds of roles. *The Silence of the Lambs*, for all intents and purposes, was not an Oscar-bait movie. I don't know, I just don't have rules for it. I think what interests me is being a part of the storytelling, not necessarily being the drummer with the solo.

**YOU'VE BECOME THE GO-TO ACTRESS FOR BALLSY, BRAVE KIND OF WOMEN. WHY DO YOU THINK THAT IS?** Yeah, isn't that funny? You look back on your life, and you see your patterns, and you go, Wow, now I'm here. How did that happen? But it's clear that as you mature as an actor, you find bits of you that become more and more you. And it's true that I am drawn to playing very strong women. I honestly haven't



played any weak women. Ever. I'm not sure that I'd know how. I will say that I do like being a solitary hero. I think it's kind of iconographic. It's a very classical heroic male tragedy. You see it in male characters all the time.

**I WAS GOING TO SAY YOU'RE KIND OF LIKE A MALE CIPHER. FLIGHTPLAN WAS ORIGINALLY WRITTEN FOR A GUY. AND THIS WOMAN ...** Yeah, could easily have been a man. You wouldn't have had to change a word.

Honestly, *The Silence of the Lambs* was the same. *Panic Room* as well. They could easily have been male characters.

**IS IT YOUR DEEP VOICE?** Ah, no. I think it's that here we are in 2006 and women get to play humans. We've reached that place in movie history, and it's not that I'm a pioneer, but I feel I was there at the beginning.

**AS SOMEONE WHO'S FAMOUS, DO YOU THINK THAT REAL**

**INTERACTIONS WITH OTHER PEOPLE ARE HARDER? Yeah.** It's part of why you have children. That's your life: they throw up on you, and they say, I hate you, and they throw things at you. Over and over again, when I see creative talents go by the wayside, it's when they start surrounding themselves with people that just kiss their a—.

**YOU'RE DEVELOPING A FILM ABOUT THE NAZI-GLORIFYING FILMMAKER LENI RIEFENSTAHL. ARE YOU WORRIED ABOUT THE CONTROVERSY?** It's one of the reasons to do it. She's one of the most infamous characters and yet might have been one of the greatest female filmmakers of all time.

**WHY IS IT STILL SO HARD FOR FEMALE DIRECTORS?** That's interesting. When women became studio heads—boy, that's interesting—it didn't change anything. The second you get in that job, you still have to sing the same song. You still try to figure out how to make *Spider-Man* 2 and 3 and 4.

**ARE YOU HAPPY WITH YOUR DECISIONS?** I'm happy that this is where I got to. At 43, I have a real life, and I have a career that I'm proud of, and I'm not some workaholic who only feels like she's living if she's on a movie set. But another person has to be himself. I don't need to be Tom Cruise, and so I'm not Tom Cruise.

**BUT TOM DOES NEED TO BE TOM?** Yeah! Oh yeah, he loves it. I knew him when we were young, and there's something so adorable about him. He wants to drive a fast car! He wants to learn how to fly an airplane! He wants to have three of them! I bet you if you could pay to go to Mars, he'd do that. And I'd be like, You know what? I've TVed the Super Bowl, and I'm just gonna eat popcorn. I'll see ya when you get home. ■



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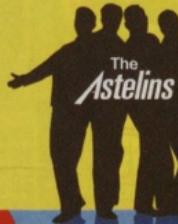
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ASTELIN is a prescription nasal spray medicine. ASTELIN is an antihistamine proven to relieve symptoms of seasonal allergies in adults and children 5 years and older and older teenagers 12 years and older. It relieves symptoms caused by environmental irritants such as perfumes, cigarette smoke, exhaust fumes, chemical odors, and cold air. These symptoms include sneezing, itchy or runny nose, stuffy nose, and postnasal drip.

### Who should not use ASTELIN?

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### What should I tell my doctor before I use ASTELIN?

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- using other prescription medicines
- using medicines you can buy without a prescription, including natural products and herbal products
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- allergic to any medicine

### How do I use ASTELIN?

Spray ASTELIN into your nose. Follow your doctor's instructions regarding when and how often to use it. Before you use ASTELIN, read the "How to Use Instructions" in the package. Do not spray ASTELIN into the eyes.

### How much ASTELIN should I use?

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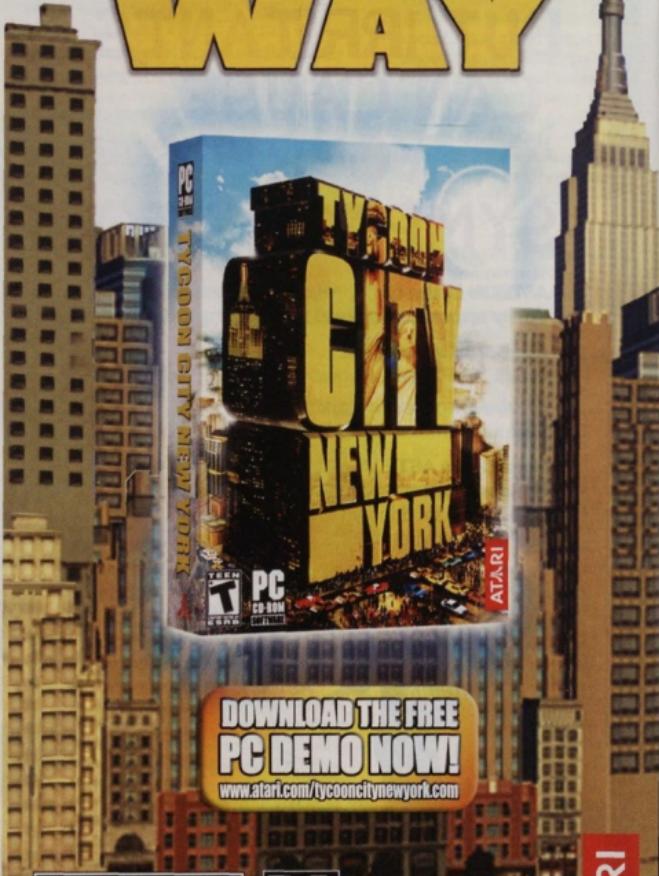
Store at room temperature (68°–77°F or 20°–25°C). Do not store in the freezer.

### General information about ASTELIN

Medicines sometimes are prescribed for conditions not mentioned in the patient leaflet. Do not use ASTELIN for a condition for which it was not prescribed. Do not share ASTELIN with other people. You are reading a summary. For more information, consult your doctor, call 1-800-598-4856, or visit [www.astelin.com](http://www.astelin.com).

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# Straight Shooter or Loose Cannon?

Dick Cheney's reluctance to reveal how his Armstrong Ranch idyll exploded into a bird-shot blunder triggered readers to pepper the V.P. with charges of sly unaccountability. But others insisted that the only misfire in the overblown affair was the press shooting itself in the foot

VICE PRESIDENT DICK CHENEY DECIDED that Katherine Armstrong, owner of the land on which he accidentally shot Harry Whittington, was the best person to tell the press about the event [Feb. 27]. Cheney handpicked someone who had potentially serious liability issues to give the story to the media even before the President was informed. The disclosure that Cheney and his friends were hunting from their cars without proper licenses adds a smarmy exclamation point to another display of his arrogance and shameful disregard for the law.

ED VECCHIO

*Huber Heights, Ohio*

THE MOST DISTURBING EXCUSE FOR THE delay in reporting the accident to the public was that Cheney had no press officer with him. Why couldn't he write his own statement about something supposedly so straightforward? How could relaying facts be beyond his ability? If only Cheney were committed to truth and transparency, and if only he were candid enough to face the public outside the comfort zone of Fox News. The media overreacted to the delay in reporting the shooting, but Cheney's excuses attest to his secretiveness.

WILLIAM A. McCARTNEY

*Delaware, Ohio*

GOOD GRIEF! I CAN'T BELIEVE THE media could read so much into a simple hunting accident. The real story was how reporters went completely berserk, looking under every rock to find dirt. All the facts were in the Corpus Christi *Caller-Times* on Monday and the sheriff's statement released on Thursday. What fools you make of yourselves—although it was hilarious watching the circus.

MARVIN VOLZ

*Houston*



**“The media overreacted to the delay in reporting the shooting, but Cheney’s excuses attest to his secretiveness.”**

WILLIAM A. McCARTNEY

*Delaware, Ohio*

SAFETY-CONSCIOUS HUNTERS LEARN that it is their responsibility to know where the rest of their party is before taking a shot.

BRIAN CARMINES  
*Hilton Head Island, S.C.*

IF I, AS A POLICE OFFICER, SHOT SOMEONE accidentally and did not talk to investigators for 14 or more hours, I guarantee that the police department would take away my badge. Cheney's decision

not to publicly disclose the accident until it was convenient for him shows more of the same "We're above the law" attitude from Republicans, when what they should be is beyond reproach.

MAJA RAMIREZ  
CHICAGO POLICE DEPARTMENT  
*Chicago*

THOUSANDS OF VIETNAM VETERANS heaved a collective sigh of relief that sharpshooter Cheney received five draft deferments.

HARRY PALMER  
*Marblehead, Mass.*

IT'S PUZZLING TO THINK THAT ANYONE could enjoy blasting away at quail. The quail's *bobwhite* whistle is one of the most beautiful sounds. Quail are farmers' friends, eating insects that are harmful to crops. These birds harm no one and take good care of their families.

SHERRILL DURBIN  
*Moore, Okla.*

DICK CHENEY IS THE POSTER BOY FOR the "shoot first, think later" approach, whether it involves war, torture or just plain getting even.

JAMES B. MORIN  
*Gusti, Calif.*

IT'S AMAZING THAT THE VICTIM WAS THE one who apologized, while the shooter said, "It's one of the worst days of my life." Couldn't Cheney have apologized for shooting his friend without making the statement all about himself?

GEORGANNA DICKSON  
*Hightstown, N.J.*

TIME'S STORY SUGGESTED THAT THIS circus was the last thing the President needed. On the contrary, the circus seems to have provided the media with a less damaging diversion from the really







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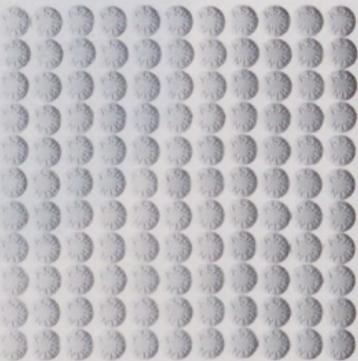


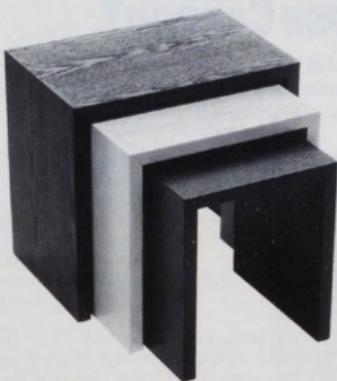
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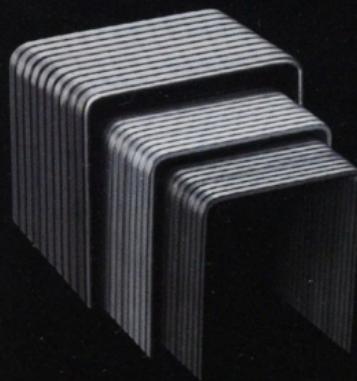


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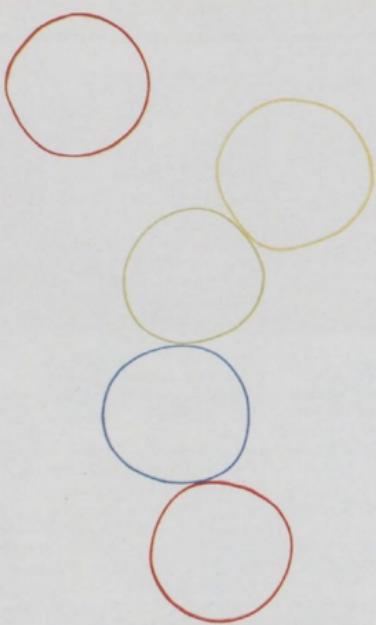
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bad news of the week. The shooting generated an 11-page story package, while the 520-page congressional report on the Hurricane Katrina fiasco was under-reported. Seems like Whittington literally took a hit for his buddies.

MICHELE TOMBARI  
Las Vegas

WHAT A BUNCH OF BRAVE HUNTERS was at Armstrong Ranch! They rode around in old jeeps and got out to shoot helpless birds. Real sports, aren't they?

WALTER PHILLIPS  
*Grand Rapids, Minn.*

## Risky Operation

U.N. AMBASSADOR JOHN BOLTON'S ANSWER to your question about the possibility of a more aggressive response to

## WEATHER FORECAST



Despite the uncertainty of the science of climate change, some effects of global warming are hard to ignore, like the unexpected meltdown of Greenland's

glaciers and the extinction of frog species in the American tropics. TIME's Oct. 19, 1987, cover story provided an early warning about mankind's impact on the earth's climate:

"Atmospheric scientists have long known that there are broad historical cycles of global warming and cooling; most experts believe that the earth's surface gradually began warming after the last ice age peaked 18,000 years ago. But only recently has it dawned on scientists that these climatic cycles can be affected by man. Says Stephen Schneider, of the National Center for Atmospheric Research in Boulder: 'Humans are altering the earth's surface and changing the atmosphere at such a rate that we have become a competitor with natural forces that maintain our climate. **WHAT IS NEW IS THE POTENTIAL IRREVERSIBILITY OF THE CHANGES THAT ARE NOW TAKING PLACE.**' Indeed, if the ozone layer diminishes over populated areas—and there is some evidence that it has begun to do so, although nowhere as dramatically as in the Antarctic—the consequences could be dire." Read more at [timearchive.com](http://timearchive.com).

the genocide in Darfur was quite telling [Feb. 27]. He said, "You could end up with a lot of dead military people and not save a single civilian." The Janjaweed militia, which is doing the killing, is armed with rifles and riding horses and camels. Surely the U.S. military is capable of taking them on.

PETE CASTELLUCIO  
*Indianapolis*

## Women Warriors

RE "CROSSING THE LINE" [FEB. 27], ON female troops in Iraq: We nominally exclude women from combat, but as your article explained, women regularly find themselves in full-blown battles. It is the normal instinct of every decent man to protect women and children. That we are now sending women—including the mothers of babies—into the cauldron of war is another sign that America has lost its way.

ANTHONY G. GUMBS  
*Glenendale Heights, Ill.*

ONE OF THE MOST HEARTBREAKING and infuriating things I have read about President George W. Bush's filthy war of choice is the deployment of medic Sergeant Dywata Reynolds, who had to leave her 4-month-old daughter to go to Iraq. What has our nation come to? It is becoming increasingly difficult to say I am proud to be an American.

JAMES RUOCO  
*Hillsborough, N.J.*

## Hamas Takes the Helm

BEFORE WINNING THE LEGISLATIVE elections, Hamas took charge of many Palestinian social-aid institutions while continuing to advocate the destruction of Israel [Feb. 27]. The swindling ways of the previous Fatah government made it easy for Hamas to be democratically elected. Let's hope the U.N. and the E.U. will not become emasculated appeasers. It would be an exercise in futility to negotiate with enemies who are intractable in their determination to destroy Israel.

HARRY GRUNSTEIN  
*Hampstead, Que.*

## Grim News from Greenland

"HAS THE MELTDOWN BEGUN?" [FEB. 27] reported the discovery that Greenland's glaciers are melting faster than

## SETTING THE RECORD STRAIGHT

### PREYING ON PILGRIMS

■ The Feb. 20 "In the Arena" column referred to terrorist bombing attacks in the Iraqi city of Karbala that took place during Ashura, the Shi'ite day of mourning, killing 170 pilgrims in 2004 and 60 in 2005. There were no attacks in Karbala during Ashura in 2005, but there were 60 killings in other parts of Iraq.

anyone expected. That is more proof of global warming, and the resulting rise in sea levels makes the immediate impact of climate change worse than anticipated. The glaciers are also receding at Glacier National Park, Mont. We are having milder winters in the Midwest, and tropical frog species are disappearing. What more evidence does anybody need?

SHANE NODURFT  
*Chicago*

OUR GREEDY, GROWING WORLD IS FAST running out of resources, two of them being oil and freshwater. Maybe we have to rethink our priorities. It might be better to build pipelines to ship pure glacial water to the thirsty people of the world, as I haven't met anyone yet who drinks oil.

PATTI TETRAULT  
*Truro, Mass.*

## A Mixed Diagnosis

IN HER ESSAY "WHY I DUMPED THE BABY Doctor" [Feb. 27], Michelle Cottle argued that pediatricians should be more responsive to the concerns of nervous parents. As a nurse and mother for more than 25 years, I was dismayed by Cottle's account of her irrational fears. She traded a doctor who was very busy for a doctor who had plenty of time to develop a codependent relationship with a phobic parent. Her new doctor, whom she said she is seeing "about once a week," is taking advantage of a mother who apparently would rather spend time chatting with the baby doctor than caring for her baby.

SUE BORCHERDING, R.N.  
*Peoria, Ill.*

# THE I'M TIED TO MY DESK ERA IS OVER.

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## GODDESS OF THE HEARTH



Betty Friedan, the feminist author whose book *The Feminine Mystique* ignited the women's rights movement, died last month at age 85. Friedan exploded the myth

of the happily homebound suburban mother, whose claustrophobic world TIME portrayed in a June 20, 1960, cover story:

"The key figure in all Suburbia, the thread that weaves between family and community—the keeper of the suburban dream—is the suburban housewife. In the absence of her commuting, city-working husband, **SHE IS FIRST OF ALL THE MANAGER OF HOME AND BROOD, AND BEYOND THAT A SORT OF APRONED ACTIVIST** with a penchant for keeping the neighborhood and community kettle whistling ... If she is not pregnant, she wonders if she is. She takes her peanut-butter sandwich lunch while standing, thinks she looks a fright, watches her weight (periodically), jabbers over the short-distance telephone with the next-door neighbor ... She wonders if her husband will send her flowers (on no special occasion), shooes the children next door to play at the neighbor's house for a change, paints her face for her husband's return before she wrestles with dinner. Spotted through her day are blessed moments of relief or dark thoughts of escape."

AS A PEDIATRICIAN IN PRACTICE FOR 22 years, I think the messages in Cottle's essay are important for doctors in all specialties to understand: have respect for your patients' time, listen to what they are saying and directly address their concerns. In other words, examine and treat the patient's body but also pay attention to the person inside it.

JOSEPH GOLDENBERG, M.D.  
Chesterfield, Mo.

HAD IT NOT BEEN FOR THE INTERNET, many of us parents of autistic children would still be watching our toddlers bang their heads against the wall while our dumbfounded pediatricians stood by telling us it's just a passing phase. If you have reason to doubt your child's pediatrician, your instincts are probably working perfectly.

JOANNE PALMER  
Los Angeles

COTTLE COMPLAINED THAT "PEDIATRICIANS often treat parents like children" and whined about not getting enough attention from her baby's doctors. My pediatricians treat me the same way they treat my children: with love, respect and clear boundaries. Cottle wants her doctor available for weekly visits, daily calls and weekend chats. That reminds me of my teenager, who wants that kind of 24/7 availability as well as access to the family car. Someones has to be the grownup.

MICHELE BOMBARDIER  
Bainbridge Island, Wash.

## Cinematic Mirror

I HAVE TO DISAGREE WITH YOUR CRITIC'S assessment of the movie *Crash*—that "people either like the movie or loathe it" because "it is too wide-ranging to really draw you into the lives it recounts" [Feb. 27]. People loathe it because they are forced to recognize their own flaws in the ugly and in some cases unforgivable failures of the movie's characters. I loved *Crash* because it is not just a story about the people of Los Angeles but also a beautiful film that shows the very real flawed and fractured lives of regular Americans.

NATALIA MEDINA COGGINS  
El Paso, Texas

## An Avoidable Mess

I AM STILL SADDENED BY THE EVENTS unfolding in various Muslim countries following the undesirable and unnecessary publication of cartoons of the Prophet [Feb. 20]. That mess could have been avoided if there had been sensible restraint and mutual respect. People generally don't take religious insults lightly, but my fellow Muslims overreacted, intensifying the conflict between two similar faiths. Sometimes I wonder whether humans really need religions. Perhaps what we need is a humane education.

IBRAHIM MUSA  
Kuala Lumpur

## Ciao, Torino

WERE THE OLYMPIC GAMES NECESSARY to introduce Torino to the world [Feb. 27]? In Italy, Torino is known as an industrial city, but perhaps outside Italy it is unknown. Italy isn't just Venice, Naples and Milan; there are also a number of very nice small cities. People of the Piedmont region may have a reserved character, but they are

not inhospitable. They are like a timid boy: at first they might seem unsociable, but all things considered they are only prudent. I invite everyone to visit Torino, a city with many things to discover!

ALBERTO BILI  
Torino, Italy

IT IS UNFORTUNATE THAT WE CANADIANS will remember the Torino Olympics more for the quarter-final elimination of our men's hockey team than for our record haul of 24 Winter Olympic medals.

THEO LUYKENAAR  
Burlington, Ont.

I FIND IT SLIGHTLY DISTURBING THAT TIME didn't use its Olympic reporting to counter all the hype about how well the American athletes would do in Torino. Athletes from all over the world should get credit for their achievements. To focus so much attention on U.S. athletes instead of recognizing the top individuals in each contest is narrow-minded. I find it only fitting that some of the prominent U.S. competitors underperformed. I would have preferred a little less cheering for your home team.

RIKU REIJMAA  
Espoo, Finland

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# HEADACHE? OR MIGRAINE?



## Take this Quiz

When you have headaches, do you have:

Pain	Never	Sometimes	Always
Moderate to severe pain?	Never	Sometimes	Always
Pulsating or throbbing pain?	Never	Sometimes	Always
Worse pain on one side?	Never	Sometimes	Always
Worse pain when you move?	Never	Sometimes	Always
Symptoms	Never	Sometimes	Always
Nausea or vomiting?	Never	Sometimes	Always
Sensitivity to light and sound?	Never	Sometimes	Always

### YOUR HEADACHES COULD BE MIGRAINES IF:

- You answered "sometimes" or "always" to at least 2 Pain questions and at least 1 Symptoms question
- You have had at least 5 of these headaches
- These headaches last 4 to 72 hours without treatment

Only a doctor can tell if your headache is a migraine and not another problem. So take this quiz to your doctor. And if you are diagnosed with migraines, ask your doctor if IMITREX is right for you.

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that's made for migraines.

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Prescription IMITREX Tablets are for the acute treatment of migraine attacks in adults. If the headaches you are suffering from are not migraines, IMITREX is not for you. You should not take IMITREX if you have certain types of heart disease, a history of stroke or TIAs, peripheral vascular disease, Raynaud syndrome, or blood pressure that is uncontrolled. If you have risk factors for heart disease, such as high blood pressure, high cholesterol, diabetes, or are a smoker, you need to be evaluated by your doctor before taking IMITREX. Very rarely, certain people, even some without heart disease, have had serious heart-related problems. If you are pregnant, nursing, or taking medications, talk to your doctor.

Please see the important information on reverse.

**IMITREX® (sumatriptan succinate) Tablets**

Patient Information about IMITREX Tablets for migraine headaches.

Generic name: sumatriptan succinate.

Please read this summary information about IMITREX before you talk to your doctor or start using IMITREX. No summary can take the place of a careful discussion between you and your doctor. Only your doctor has the medical training and experience to provide information necessary to determine if this medicine is right for you. Once you decide this with your doctor, discuss with your doctor whether IMITREX is appropriate treatment for you and ask any questions you may have.

**WHAT IS IMITREX?**

IMITREX is the brand name of sumatriptan, a drug intended to relieve your migraine headaches but not to prevent or reduce the number of migraine headaches. It is a prescription medicine that should only be used to treat a single migraine attack. IMITREX can be obtained only with a doctor's prescription and should be used by adults only after discussing the choice with your doctor, taking into account your individual preferences and medical circumstances.

**HOW DOES IMITREX WORK?**

How IMITREX works is not completely understood. IMITREX is a 5-HT<sub>1</sub> agonist that acts on receptors in the brain. Receptors are proteins found in the brain called 5-hydroxytryptamine, causing some blood vessels in the head that are swollen during a migraine to contract (that is, to become smaller), which relieves the headache.

**IMPORTANT SAFETY CONSIDERATIONS**

Although the vast majority of patients who have taken IMITREX have not experienced any significant side effects, some patients have experienced serious side effects. In the United States, since the introduction of IMITREX use worldwide, deaths have been reported. In all but a few instances, however, serious problems occurred in patients with known heart disease, and were not related to the use of IMITREX. These events included heart attacks. Serious events relating to the blood vessels in the head, such as brain hemorrhage, stroke have been reported in patients who were taking IMITREX. Some of these events have been fatal. The exact cause of these events with IMITREX is unclear. In a number of these cases, it appears possible that patients were not experiencing a migraine but rather an event due to blood vessel disease in the head. IMITREX was given to the incorrect patient that the person taking it was suffering from. Therefore, you should not use IMITREX if the headache you are experiencing is different from your usual migraine attacks. People who suffer from migraines may be at increased risk of cardiovascular events in the brain (e.g., meningitis, stroke, or transient ischemic attack).

Ask your doctor about these and additional safety considerations.

**WHO SHOULD NOT USE IMITREX?**

Some types of migraine headaches should not be treated with IMITREX, and some patients should not take IMITREX because of an increased risk of serious side effects.

- If you have had a heart attack, stroke, transient ischemic attacks, peripheral vascular disease (including雷诺病), bowel disease or Raynaud syndrome, or any sort of heart disease or symptoms that are associated with heart disease, such as chest pain, heartburn, shortness of breath, angina, or coronary artery bypass surgery, you should not use IMITREX.
- If you have uncontrolled high blood pressure, you should not use IMITREX. If you have high blood pressure and are taking medicine to control it, IMITREX should not be used if you take or have taken within the last 2 weeks monoamine oxidase inhibitors (MAOIs).

Ask your doctor about the types of migraine headaches you have. If you have hemiplegic or basilar migraines, you should not take IMITREX. IMITREX should be used only in patients who have been diagnosed by a physician as having migraine.

- Tell your doctor about any other medicines you are taking. If you are currently taking any migraine medicines that include ergot alkaloids, such as methylergonovine, dihydroergotamine, or other 5-HT<sub>1</sub> agonists, do not take IMITREX without first talking to your doctor.

■ Do not take IMITREX if you are allergic to sumatriptan or any of the ingredients in IMITREX.

Ask your doctor about these. You should not use IMITREX.

**WHAT MEDICAL PROBLEMS OR CONDITIONS SHOULD I DISCUSS WITH MY DOCTOR?**

- If you have risk factors for heart problems, you should tell your doctor. Your doctor should examine you for heart disease to see whether IMITREX is appropriate for you. Risk factors include high blood pressure, high cholesterol, and smoking. Other patients with risk factors for heart disease are women who are past menopause, patients with peripheral neuropathy or mononeuropathy resulting from surgery, men over 40 years old, or patients with a family history of heart disease.
- If you have risk factors and you are taking medicine to control them, you should ask your doctor may ask you to take the first dose of IMITREX in the doctor's office.

- Tell your doctor if you have chest pains, shortness of breath, or irregular heartbeats.
- Tell your doctor if you are taking selective serotonin reuptake inhibitors (SSRIs).

- Tell your doctor if you have a history of epilepsy or seizures.
- Tell your doctor if you have liver or kidney problems.

- Tell your doctor if you have ever had to stop taking any medicine because of side effects.

**USE OF IMITREX DURING PREGNANCY AND BREAST-FEEDING**

Do not take IMITREX if you are pregnant, because you may be pregnant, are trying to become pregnant, or are not using adequate birth control methods, as you are at risk for having a miscarriage or birth defect. Ask your doctor how to use IMITREX TABLETS

For adults, the usual dose is a single tablet swallowed whole with fluids. Do not break, crush, or dissolve the tablets. If your migraine or migraine comes back or if you have partial response to the first tablet, no sooner than 2 hours after taking the first tablet. For a given attack, if you have no response to the first tablet, you should not take another tablet without consulting with your doctor. Do not take more than 1 dose of 200 mg of IMITREX tablets in any 24-hour period.

The recommended average of more than four headaches in a 30-day period has not been established.

**WHAT ARE THE POSSIBLE SIDE EFFECTS OF USING IMITREX?**

Do not rely on this summary alone; for complete side effects, your doctor should provide you with a complete list of side effects that may be relevant to you. The most frequently seen side effects are tingling and weird sensations with IMITREX TABLETS.

- Symptoms of heart attack in the chest or throat when using IMITREX. If this happens to you, tell your doctor while using any more IMITREX. If the pain is severe or does not go away, call your doctor immediately.

- If you have sudden or severe abdominal pain after taking IMITREX, call your doctor immediately.

- Symptoms of hypertension: heart throbbing, swelling of the eyelids, face, or lips, a skin rash, skin lumps, or hives happen rarely but if they happen to you, tell your doctor immediately. Do not take any more IMITREX unless your doctor says to.

- Symptoms of dizziness, heat, heat flushing (redness of the face lasting a short time), heaviness, or a feeling of pressure after taking IMITREX. A few patients may feel drowsy, dizzy, tired, lightheaded, or feel like they are about to faint.

- If you feel unusual in any way or have any problem that you do not understand after taking IMITREX, tell your doctor immediately.

**WHAT IF I OVERDOSE?**  
If you have taken more medicine than you have been told, contact either your doctor, a hospital emergency department, or the nearest poison control center.

**HOW SHOULD I STORE IMITREX?**

Keep out of reach of children. IMITREX may be harmful to children. Do not remove tablets from package until you are ready to use them and do not store them after opening. Store between 30° and 86°F. Do not use after expiration date on package.

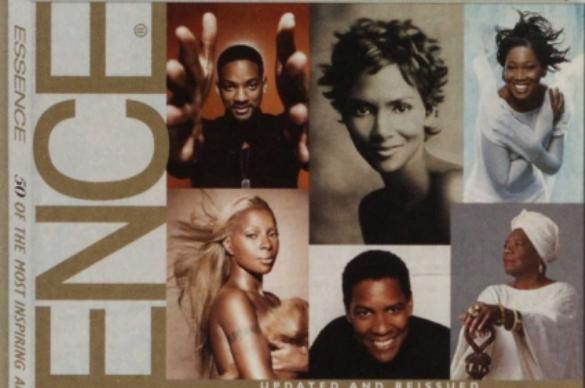
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# ESSENCE

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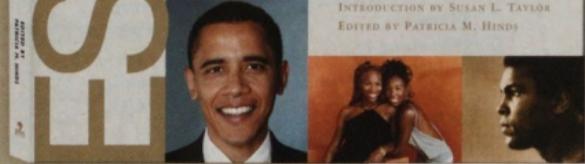
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## 50 OF THE MOST INSPIRING AFRICAN-AMERICANS

INTRODUCTION BY SUSAN L. TAYLOR  
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Will & Jada Pinkett Smith

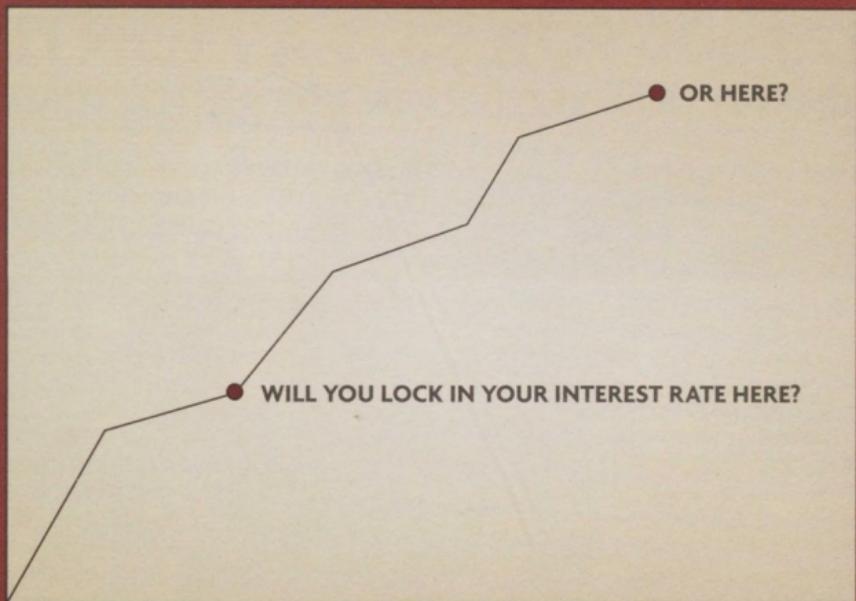
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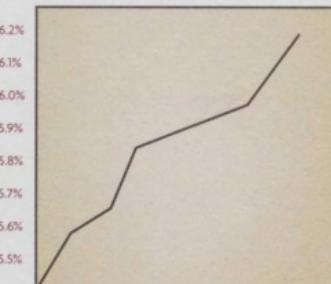
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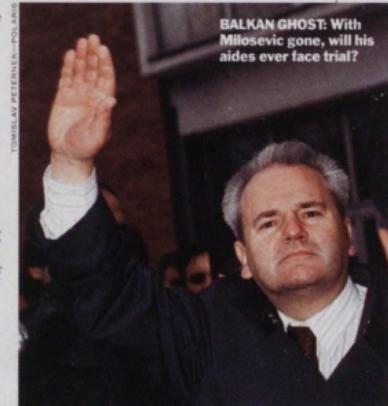
## THWARTED JUSTICE

**U**PON HEARING of Slobodan Milosevic's death, Serbian President Boris Tadic could not find any family members in Milosevic's native Serbia to accept his condolences, so Tadic delivered his message to the former Yugoslav President's old party headquarters instead.

Milosevic, who was on trial in the Hague for genocide, is still a potent symbol of Serbia's bloody past, but he no longer inspires much personal devotion beyond a small group of loyalists. (They were the ones spreading rumors of suicide and accusing the International Criminal Tribunal of murder for denying Milosevic's recent request to seek medical treatment in Russia.)

News of his death, apparently from cardiovascular ills, sent a shudder through the Balkans, not for the man but for the missed opportunity for justice in a region scarred by the nationalist tensions Milosevic manipulated with such skill. He died a few weeks before his defense was to conclude, and because not all the evidence had been presented, there is no chance of a posthumous verdict. But prosecutors will be able to use evidence presented for other pending cases related to the Balkans. Milosevic's four-year trial will be remembered as "the most important unresolved case in the history of international law," says Natasa Kandic, a human-rights investigator in Belgrade.

That makes it even more crucial to bring to trial the two most wanted remaining fugitives: Bosnian Serb leaders Radovan Karadzic and Ratko Mladic. Along with Milosevic, both were indicted by the war-crimes court for their role in the infamous 1995 massacre of 8,000 Bosnian Muslims in Srebrenica, and are widely believed to be in hiding in Serbia, although the



BALKAN GHOST: With Milosevic gone, will his aides ever face trial?

Serbian government denies harboring them. Observers say only intense international pressure will persuade Belgrade to cooperate. Serbia's desire to eventually join the European Union might also give it an incentive to rid itself of the pair.

The tribunal itself has little credibility with the Serbian public, although Milosevic's courtroom grandstanding made the trial, known as the Slobob Show, must-see TV in Belgrade. One of his last requests was to call former President Bill Clinton as a witness. —By Jyoti Thottam. Reported by Dejan Anastasijevic/Belgrade, Andrew Purvis/Berlin, James Graff/Paris and Jessica Carsen/London



“The United States may have the power to cause harm and pain, but it is also susceptible to harm and pain. So if the United States wants to pursue that path, let the ball roll.”

**JAVAD VAEEDI**, senior Iranian nuclear negotiator, warning the U.S. not to push the U.N. Security Council to take strong action against Iran for unresolved questions about its nuclear program when the Council meets this week

“I thought I was being a hero for Enron.”

**ANDREW FASTOW**, former Enron CFO testifying against former chief executives Jeffrey Skilling and Kenneth Lay, on why he took part in secretive transactions that inflated the company's earnings—and padded his own bank account

“This is no longer my son.”

**AICHA EL-WAFI**, mother of convicted 9/11 co-conspirator and al-Qaeda member Zacarias Moussaoui, after her son shouted at his trial, “God curse America! Bless Osama bin Laden!”

“I have always argued that this was not an anti-Arab issue ... But the perception, whether on the street or the corridors of power, is going to be that it is.”

**ALI SADEK**, former director of the Arab Monetary Fund, on a Dubai-owned company's decision to pull out of a deal backed by the Bush Administration to run six U.S. ports, following threats by Congress to pass legislation to block the plan

“I'm looking forward to that headline on Nov. 8: 'No Further DeLay.'”

**NICK LAMPSON**, Democratic challenger for the U.S. House seat held by Texas Republican Tom DeLay, after the incumbent handily won his party's primary last week, setting up a fall showdown with Lampson

“I've said if Ivanka weren't my daughter, perhaps I'd be dating her.”

**DONALD TRUMP**, during an appearance on ABC's *The View* with Ivanka, a boardroom adviser on his NBC show, *The Apprentice*, which started its fifth season last week

“Librarians give us a scare.”

**SISTER MARY CAROL HELLMANN**, nun at the Sisters of St. Walburg Monastery in Villa Hills, Ky., former team champion of northern Kentucky's annual Corporate Spelling Bee for Literacy, on the nuns' decision to challenge the defending champion, a team of Boone County librarians, in this year's contest



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**"My dad's towing capacity is bigger than your dad's towing capacity."**



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SHIFT power



### Lobbyists are pushing the deal agreed on by Bush and Singh

\$700,000 contract last fall with Barbour, Griffith & Rogers, an outfit led by Robert Blackwill, Bush's ambassador to India from 2001 to 2003. The embassy is also paying \$600,000 to Venable, a firm that boasts former Democratic Senator Birch Bayh of Indiana as its point man.

The embassy won't say exactly what the lobbyists are doing, and Blackwill and Bayh won't give details about their work. But according to their Foreign Agents Registration Act reports, which must be filed with the U.S. Justice Department, the lobbyists had been buttonholing senior Bush Administration officials since last autumn to pitch the deal. They also arranged meetings for Indian diplomats with key figures on Capitol Hill, such as House International Relations Committee chairman Henry Hyde and Joseph Biden, the top

Democrat on the Senate Foreign Relations Committee. Bayh told TIME, "We may be able to open some doors and begin an educational process."

Arms-control groups and some former Bush aides who oppose the deal warn that India might use U.S. nuclear technology intended for its civilian nuclear facilities to expand its weapons program. John Wolf, Assistant Secretary of State for Nonproliferation from 2001 to 2004, complains, "We were outnegotiated." Bush aides say they weren't, insisting that controls will be in place to prevent diversions to the arms program. But they—and India's lobbyists—still have to win approval from a leery Congress. A senior House Republican aide says that after being blindsided by Bush's last foreign deal—the now aborted Dubai takeover of operations at six U.S. ports—lawmakers will begin the India hearings "with eyes wide open."

—By Douglas Waller

## India Plays the Game

**I**Ndia isn't relying on diplomacy to win the U.S. Congress's backing for the controversial nuclear cooperation pact announced by George W. Bush and Indian Prime Minister Manmohan

Singh in New Delhi two weeks ago. It's playing the Washington game like the locals do—with lobbyists. Long before Bush's visit, India lined up two lobbying firms to sell the deal. The Indian embassy signed a

### BLOG WATCH



Bloggers are proud to be the mainstream media's fact-checking gadflies, but last week they were the ones being checked. The New York Times reported that recent posts lambasting legislation against Wal-Mart came verbatim from the retailer's p.r. firm. The right-wing **IOWA VOICE** pleaded guilty but said he was sent "links to news articles [that] we would have found anyway." Lefty media monitor **SNARKAHOLIC** retorted that the bloggers were "too stupid egotistical to know the difference between a press release and [an] exclusive source," while politiblog **FIREDOGLAKE** decried Wal-Mart's "corporate propaganda."

## THE DUBAI DEAL YOU DON'T KNOW ABOUT

**D**ubai Ports World backed out of the deal to run U.S. ports after Congress threatened to nix it, but another Dubai-owned firm shows no signs of cutting its U.S. ties. Inchcape Shipping Services (ISS), a British firm bought in January by a Dubai government investment vehicle, has a \$50 million contract with the U.S. Navy and provides maritime services at more than a dozen U.S. ports. ISS also arranges everything from fuel to fresh vegetables for naval vessels at Middle Eastern ports, and is believed to get Navy docking schedules in advance—data that could be invaluable to terrorists. Yet ISS has largely escaped public scrutiny.

The U.S. Treasury Department, which signed off on the Dubai Ports deal, would not tell TIME whether ISS's sale to Dubai was even reviewed. U.S. Customs and Border Protection says the deal presents "no immediate implications" for cargo security. But a Homeland Security official told TIME there is a "big, gaping hole" in vetting workers—at ISS and other firms—for access to ports.

U.S. Navy personnel guarding the U.S.S. *Vicksburg* in Djibouti

Why is the Navy doing business with a Dubai company? The Navy has long understood that it would be nearly impossible to rely solely on Western companies for critical services. ISS said in a statement that it has "undergone rigorous internal security checks" and has "comprehensive internal policies on security."

Security aside, a big risk of the Ports affair is that Middle Eastern firms will invest their petrodollars elsewhere. One worrying sign: trade talks that were supposed to start this week between the U.S. and the United Arab Emirates were delayed. Both sides, it seems, need time to cool off. —By Daren Fonda. With reporting by Sally B. Donnelly, Brian Bennett and J.F.O. McAllister



ILLUSTRATION FOR TIME BY ALEX NABRUM



**WELLBUTRIN XL works for my depression with  
a low risk of weight gain and sexual side effects.**

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**WELLBUTRIN XL effectively treats depression with a low risk of weight gain and a low risk of sexual side effects. Clinical studies prove it. Ask your doctor about WELLBUTRIN XL. And to find out more, visit [www.wellbutrin-xl.com](http://www.wellbutrin-xl.com) or call 1-800-366-2500.**

*Experience Life.*



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**Important information:** WELLBUTRIN XL is not for everyone. There is a risk of seizure when taking WELLBUTRIN XL, so don't use if you've had a seizure or eating disorder, or if you abruptly stop using alcohol or sedatives. Don't take with MAOIs, or medicines that contain bupropion. When used with a nicotine patch or alone, there is a risk of increased blood pressure, sometimes severe. To reduce risk of serious side effects, tell your doctor if you have liver or kidney problems. Other side effects may include weight loss, dry mouth, nausea, difficulty sleeping, dizziness, or sore throat. WELLBUTRIN XL is approved only for adults 18 years and over. In some children and teens, antidepressants increase suicidal thoughts or actions. Whether or not you are taking antidepressants, you or your family should call the doctor right away if you have worsening depression, thoughts of suicide, or sudden or severe changes in mood or behavior, especially at the beginning of treatment or after a change in dose (see Patient Information: *What is important information I should know and share with my family about taking antidepressants?*).

*Results may vary.*

*Please see Medication Guide and Patient Information on following page.*

## WELLBUTRIN XL® (WELL by trin XL) (buproprion hydrochloride extended-release tablets)

### Medication Guide

About Using Antidepressants in Children and Teenagers.

What is the most important information I should know if my child is being prescribed an antidepressant?

Parents or guardians need to think about 4 important things when their child is prescribed an antidepressant:

1. There is a risk of suicidal thoughts or actions
2. How to try to prevent suicidal thoughts or actions in your child
3. You should watch for certain signs if your child is taking an antidepressant
4. There are benefits and risks when using antidepressants

#### 1. There is a Risk of Suicidal Thoughts or Actions

Children and teenagers sometimes think about suicide, and many report trying to kill themselves. Antidepressants increase suicidal thoughts and actions in some children and teenagers. But suicidal thoughts and actions can also be caused by depression, a serious medical condition that is commonly treated with antidepressants. Thinking about killing yourself or trying to kill yourself is called suicidality or being suicidal. A large study compared the results of 24 different studies of children and teenagers with depression or other illnesses. In these studies, patients took either a placebo (sugar pill) or an antidepressant for 1 to 4 months. **No one committed suicide in these studies**, but some patients became suicidal. On sugar pills, 2 out of every 100 became suicidal. On the antidepressants, 4 out of every 100 patients became suicidal.

For some children and teenagers, the risks of suicidal actions may be especially high. These include patients with:

- Bipolar illness (sometimes called manic-depressive illness)
- A family history of bipolar illness
- A personal or family history of attempting suicide

If any of these are present, make sure you tell your healthcare provider before your child takes an antidepressant.

#### 2. How to Try to Prevent Suicidal Thoughts and Actions

To try to prevent suicidal thoughts and actions in your child, pay close attention to changes in her or his moods or actions, especially if the changes occur suddenly. Other important people in your child's life can help by paying attention as well (e.g., your child, brothers and sisters, teachers, and other important people). The changes to look for are outlined in Section 3, on what to watch for. Whenever an antidepressant is started or its dose is changed, pay close attention to your child. After starting an antidepressant, your child should generally see his or her healthcare provider:

- Once a week for the first 4 weeks
- Every 2 weeks for the next 4 weeks
- After taking the antidepressant for 12 weeks
- After 12 weeks, follow your healthcare provider's advice about how often to come back
- More often if problems or questions arise (see Section 3)

You should call your child's healthcare provider between visits if needed.

#### 3. You Should Watch for Certain Signs If Your Child is Taking an Antidepressant

Contact your child's healthcare provider **right away** if your child exhibits any of the following signs for the first time, or if they seem worse, or worry, your child, or your child's teacher:

- Thoughts about suicide or dying
- Attempts to commit suicide
- New or worse depression
- New or worse anxiety
- Feeling very agitated or restless
- Panic attacks
- Difficulty sleeping (insomnia)
- New or worse irritability
- Acting aggressive, being angry, or violent
- Acting on dangerous impulses
- An extreme increase in activity and talking
- Other unusual changes in behavior or mood

Never let your child stop taking an antidepressant without first talking to his or her healthcare provider. Stopping an antidepressant suddenly can cause other symptoms.

#### 4. There are Benefits and Risks When Using Antidepressants

Antidepressants are used to treat depression and other illnesses. Depression and other illnesses can lead to suicide. In some children and teenagers, treatment with an antidepressant increases suicidal thinking or actions. It is important to discuss all the risks of treating depression and also the risks of not treating it. You and your child should discuss all treatment choices with your healthcare provider, not just the use of antidepressants.

Other side effects can occur with antidepressants (see section below). Of all the antidepressants, only fluoxetine ("Prozac") has been FDA approved to treat pediatric depression. For obsessive compulsive disorder in children and teenagers, FDA has approved only fluoxetine ("Prozac"), sertraline ("Zoloft"), fluvoxamine, and clomipramine ("Anafranil"). Your healthcare provider may suggest other antidepressants based on the past experience of your child or other family members.

#### Is this all I need to know if my child is being prescribed an antidepressant?

No. This is a warning about the risk for suicidality. Other side effects can occur with antidepressants. Be sure to ask your healthcare provider to explain all the side effects of the particular drug he or she is prescribing. Also ask about drugs to avoid when taking an antidepressant. Ask your healthcare provider or pharmacist where to find more information.

This Medication Guide has been approved by the U.S. Food and Drug Administration for all antidepressants.

### Patient Information

Read the Patient Information that comes with WELLBUTRIN XL before you start taking WELLBUTRIN XL, and each time you get a refill. There may be new information. This leaflet does not take the place of talking with your doctor about your medical condition or your treatment.

#### What is the most important information I should know about WELLBUTRIN XL?

There is a chance of having a seizure (convulsion) if you take WELLBUTRIN XL, especially in people with certain medical conditions or if you are taking other medicines. The chance of having seizures increases with higher doses of WELLBUTRIN XL. For more information, see the sections "Who should not take WELLBUTRIN XL?" and "What should I tell my doctor before using WELLBUTRIN XL?" Tell your doctor about all of your medical conditions and all the medicines you take. Do not take any other medicines while you are using WELLBUTRIN XL unless your doctor has said it is okay to take them. If you have a seizure while taking WELLBUTRIN XL, stop taking the tablets and call your doctor right away. Do not take WELLBUTRIN XL again if you have a seizure.

#### What is important information I should know and share with my family about taking antidepressants?

Parents and their children should watch out for worsening depression or thoughts of suicide. Also watch out for sudden or severe changes in feelings such as feeling angry, agitated, panicky, irritable, hostile, aggressive, impulsive, severely restless, overly excited and hyperactive, not being able to sleep, or other unusual changes in behavior. If this happens, especially at the beginning of antidepressant treatment or after a change in dose, call your doctor. A patient Medication Guide will be provided to you with each prescription of WELLBUTRIN XL entitled "About Using Antidepressants in Children and Teenagers." WELLBUTRIN XL is not approved for use in children and teenagers.

### What is WELLBUTRIN XL?

WELLBUTRIN XL is a prescription medicine used to treat adults with a certain type of depression called major depressive disorder.

#### Who should not take WELLBUTRIN XL?

Do not take WELLBUTRIN XL if you have or had a seizure disorder or epilepsy, are taking ZYBAN (used to help people stop smoking) or any other medicines that contain buproprion hydrochloride, such as WELLBUTRIN Tablets or WELLBUTRIN SR Sustained-Release Tablets. Buproprion is the same active ingredient that is in WELLBUTRIN XL. Do not take WELLBUTRIN XL if you drink a lot of alcohol and abruptly stop drinking, or use medicines called sedatives (these make you sleepy) or benzodiazepines and you stop using them all of a sudden, have taken within the last 14 days medicine for depression called a monoamine oxidase inhibitor (MAOI), such as NARDIL™ (phenelzine sulfate), PARNATE™ (tranylcypromine sulfate), or MARPLAN™ (isocarboxazid), have or had an eating disorder such as anorexia nervosa or bulimia, are allergic to the active ingredient in WELLBUTRIN XL, buproprion, or to any of the inactive ingredients. See the end of this leaflet for a complete list of ingredients in WELLBUTRIN XL.

#### What should I tell my doctor before using WELLBUTRIN XL?

Tell your doctor about your medical conditions. Tell your doctor if you are pregnant or plan to become pregnant; it is not known if WELLBUTRIN XL can harm your unborn baby. If you can use WELLBUTRIN XL while you are pregnant, tell your doctor about how you can be on the Buproprion Pregnancy Registry. Tell your doctor if you are breastfeeding; WELLBUTRIN XL passes through your milk. It is not known if WELLBUTRIN XL can harm your baby. You have live problems, especially clefts of the lips, have kidney problems, have an eating disorder, such as anorexia nervosa or bulimia, have had a head injury, have had a seizure (convulsion), have, a tumor in your nervous system (brain or spine), have had a heart attack, heart problems, or high blood pressure, are a diabetic taking insulin or other medicines, to control your blood sugar, drink a lot of alcohol, or abuse prescription medicines or street drugs.

Tell your doctor about all the medicines you take, including prescription and non-prescription medicines, vitamins, and herbal supplements. Many medicines increase your chances of having seizures or other serious side effects if you take them while you are using WELLBUTRIN XL. WELLBUTRIN XL has not been studied in children under the age of 18 years.

#### How should I take WELLBUTRIN XL?

Take WELLBUTRIN XL exactly as prescribed by your doctor. Do not chew, cut or crush WELLBUTRIN XL tablets. You must swallow the tablets whole. Tell your doctor if you cannot swallow medicine tablets. Take WELLBUTRIN XL at the same time each day, take your doses of WELLBUTRIN XL at least 24 hours apart. You may take WELLBUTRIN XL with or without food. If you miss a dose, do not take an extra tablet to make up for the dose you forgot. Wait and take your next tablet at the regular time. This is very important. Too much WELLBUTRIN XL can increase your chance of having a seizure. If you take too much WELLBUTRIN XL, or overdose, call your local emergency room or poison control center right away. The WELLBUTRIN XL tablet is covered by a shell that slowly releases the medicine inside your body. You may notice something in your stool that looks like a tablet. This is normal. This is the empty shell passing from your body. Do not take any other medicines while using WELLBUTRIN XL unless your doctor has told you it is okay. It may take several weeks for you to feel that WELLBUTRIN XL is working. Once you feel better, it is important to keep taking WELLBUTRIN XL exactly as directed by your doctor. Call your doctor if you do not feel WELLBUTRIN XL is working for you. Do not change or stop taking WELLBUTRIN XL without talking with your doctor first.

#### What should I avoid while taking WELLBUTRIN XL?

Do not drink a lot of alcohol while taking WELLBUTRIN XL. If you usually drink a lot of alcohol, talk with your doctor before suddenly stopping. If you suddenly stop drinking alcohol, you may increase your chance of having seizures. Do not drive a car or use heavy machinery until you know how WELLBUTRIN XL affects you. WELLBUTRIN XL can impair your ability to perform these tasks.

#### What are possible side effects of WELLBUTRIN XL?

**Seizures.** Some patients get seizures while taking WELLBUTRIN XL. If you have a seizure while taking WELLBUTRIN XL, stop taking the tablets and call your doctor right away. Do not take WELLBUTRIN XL again if you have a seizure. **Hypertension (high blood pressure).** Some patients get high blood pressure, sometimes severe, while taking WELLBUTRIN XL. The chance of high blood pressure may be increased if you also use nicotine replacement therapy (for example, a nicotine patch) to help you stop smoking. **Severe allergic reactions.** Stop WELLBUTRIN XL and call your doctor right away if you get a rash, itching, hives, fever, swollen lymph glands, painful sores in the mouth or around the eyes, swelling of the lips or tongue, chest pain, or have trouble breathing. These could be signs of a serious allergic reaction. **Unusual thoughts or behaviors.** Some patients have unusual thoughts or behaviors while taking WELLBUTRIN XL, including delusions (believe you are someone else), hallucinations (seeing or hearing things that are not there), paranoia (feeling that people are against you), or feeling confused. Call your doctor if you have any of these thoughts or behaviors.

The most common side effects of WELLBUTRIN XL are weight loss, loss of appetite, dry mouth, skin rash, sweating, ringing in the ears, headache, stomach pain, agitation, anxiety, dizziness, trouble sleeping, muscle pain, nausea, fast heartbeat, sore throat, and vomiting more often. If you have nausea, take your medicine with food. If you have trouble sleeping, do not take your medicine too close to bedtime. Tell your doctor right away about any side effects that bother you. These are not all the side effects of WELLBUTRIN XL. For a complete list, ask your doctor or pharmacist.

#### How should I store WELLBUTRIN XL?

Store WELLBUTRIN XL at room temperature. Store out of direct sunlight. Keep WELLBUTRIN XL in its tightly closed bottle. WELLBUTRIN XL tablets may have an odor.

#### General Information about WELLBUTRIN XL

Medicines are sometimes prescribed for conditions that are not mentioned in patient information leaflets. Do not use WELLBUTRIN XL for a condition for which it was not prescribed. Do not give WELLBUTRIN XL to other people, even if they have the same symptoms you have. It may harm them. Keep WELLBUTRIN XL out of the reach of children.

This leaflet summarizes important information about WELLBUTRIN XL. For more information, talk with your doctor. You can ask your doctor or pharmacist for information about WELLBUTRIN XL that is written for health professionals or you can visit [www.wellbutrin-xl.com](http://wellbutrin-xl.com) or call toll-free 888-825-5249.

#### What are the ingredients in WELLBUTRIN XL?

Active ingredient: buproprion hydrochloride.  
Inactive ingredients: ethylcellulose aqueous dispersion (NF), glycerin, behenate, methacrylic acid copolymer dispersion (NF), polyvinyl alcohol, polyethylene glycol, povidone, silicon dioxide, and triethyl citrate. The tablets are printed with edible black ink.

The following are registered trademarks of their respective manufacturers: Prozac® Eli Lilly and Company; Zoloft® Pfizer; Pristiq® Pfizer; Amantri® Maelinkrodt Inc.; Nardil® Warner Lambert Company; Merplan® Oxford Pharmaceutical Services, Inc.

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ALEXANDER JELLINE—BETTMANN/CORBIS

## OBJECTS OF REFLECTION

**W**hat does Oval Office décor say about its occupant? George W. Bush likes to talk about how his rug's sunbeams say "optimistic person." Here's a look at past Presidents' favored objects and the messages they sent. —By Julie Norwell and Logan E. Orlando



HARRY S. TRUMAN LIBRARY

◀ His desktop sign THE BUCK STOPS HERE—custom-ordered by a friend who saw a similar one at an Oklahoma reformatory—came to symbolize HARRY S. TRUMAN'S resolute leadership. The back read, "I'm from Missouri," his home state.



▼ JOHN F. KENNEDY'S Appalachian oak rocking chair from North Carolina was recommended by his doctor to ease J.F.K.'s chronic lower-back pain. But it eventually signified contemplation in the White House.



▲ Image mattered to LYNDON JOHNSON, whose three Oval Office TV sets let him monitor the three major networks at once—and revealed his obsession with how the news media viewed him and his Administration.

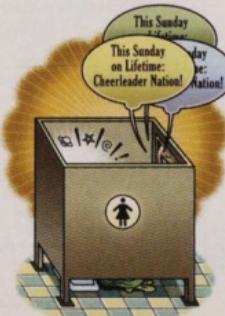


DIANA WALKER, CORBIS

◀ Jelly beans weren't just candy to RONALD REAGAN, who kept jars in the Oval Office and on Air Force One. "You can tell a lot about a fella's character by whether he picks out all of one color or just grabs a handful," he said. Sadly, he didn't elaborate.

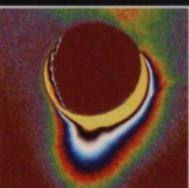
## CAUGHT WITH YOUR PANTS DOWN

No place, it seems, is ad free, not even a public toilet—now a venue for motion-activated talking posters. Catherine Moran of Lifetime Television, which has a 20-sec. plug for the reality show *Cheerleader Nation* airing in stalls in 15 cities, calls the "guerrilla" gambit "very intrusive—in a positive way." In fact, consumers say advertisers may be flushing away goodwill. Says Leia Jervert, who heard the ad four times in one restroom visit at a New York City pub: "I would prefer not to have my business solicited when I am doing my business." —By Nadia Mustafa



## Water, Water Everywhere

The solar system suddenly appears to be a surprisingly wet place, according to new findings by the Cassini space probe orbiting Saturn. Last week NASA released images of water-crystal geysers spouting from Saturn's bright-white moon Enceladus. The water probably comes from shallowly buried deposits, warmed by gravitational pulses from Saturn itself and various passing moons. Cassini also discovered carbon-based molecules in the vicinity of Enceladus. Water, warmth and carbon are key ingredients in the recipe for life. Whether Enceladus does—or even could—harbor biology is one more thing for the hearty Cassini to investigate in the years of work it has left. —By Jeffrey Kluger



Enceladus and, inset, a color-enhanced image of its icy geyser

## NUMBERS

**5** Years in jail, plus a \$5,000 fine, a doctor would face for performing an illegal abortion in South Dakota, under a new law that bans the procedure except to save the mother's life

**800** Estimated number of abortions that take place in South Dakota each year, all at one clinic in Sioux Falls

**4,000** Estimated number of students who took the SAT last October and got incorrectly low scores because of technical flubs

**10 to 200** Points by which the scores were erroneously low



**22,000** Number of immigration visas issued for foreign orphans adopted by U.S. families last year, up from fewer than 9,000 in 1995

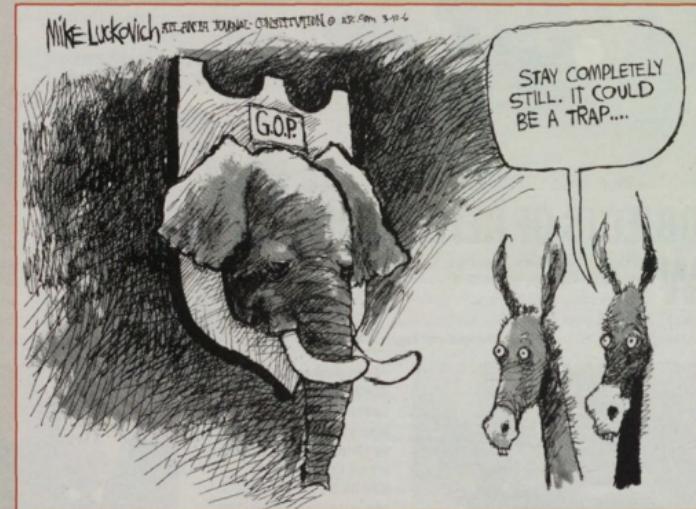
**\$15,000** Typical cost for Americans to adopt abroad



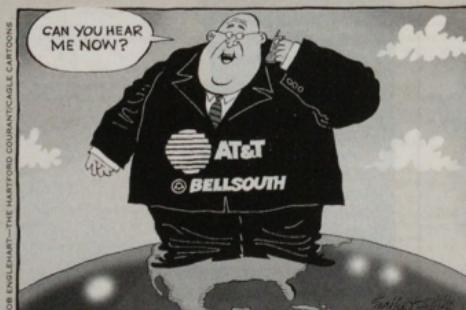
**74%** Proportion of female college students and graduates who said women on spring-break trips use drinking as an excuse for behavior like public displays of nudity and table dancing

**57%** Proportion who said being promiscuous is a way to fit in

Sources: Reuters(2); Los Angeles Times (2); Chicago Tribune (2); American Medical Association (2)



MIKE LUCKOVICH—ATLANTA JOURNAL-CONSTITUTION © 1996



For more political humor, visit [time.com/cartoons](http://time.com/cartoons)

**"The British government has asked people to conserve water. And today the entire country volunteered to give up brushing their teeth."**

JAY LEON

**"The FDA has approved the first ever transdermal patch for the treatment of depression. Simply remove the backing and press the patch firmly over your mother's mouth."**

—TOM FEY

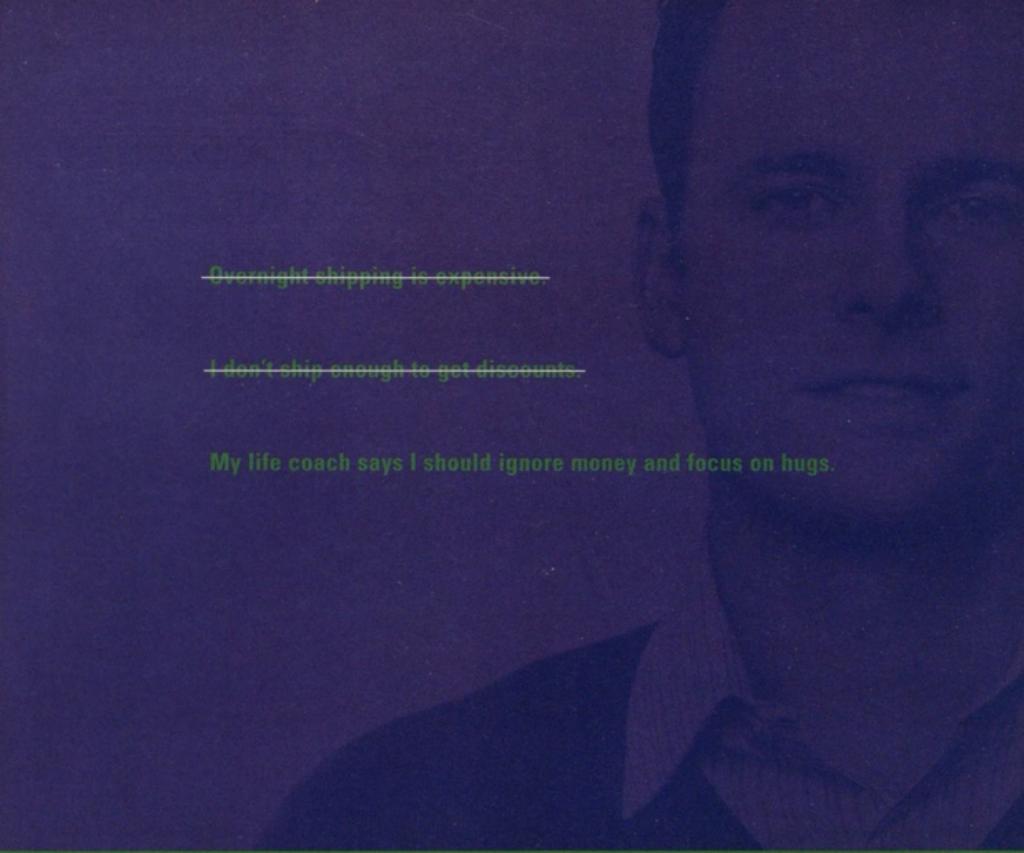
**"The other day, New Age musician Yanni was arrested for fighting with his girlfriend. Not to be outdone, John Tesh and Kenny G. have gone on a killing spree."**

—CONAN O'BRIEN

**"BARRY BONDS TOOK STEROIDS, REPORTS EVERYONE WHO HAS EVER WATCHED BASEBALL!"**

—Fake news headline from

THE ONION



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~~I don't ship enough to get discounts.~~

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How much do you think FedEx costs? Guess again. We have dozens of ways to help your small business save money on shipping—including ground service, which reaches virtually every address in America. **Visit [fedex.com](http://fedex.com) today.** Because money is just as important as hugs.

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protect the things that need protecting.



At Honda, we continue to show our commitment to "Safety for Everyone" by developing new technologies designed to help protect you and your family in the event of an accident. Regardless of the size or price of your Honda: By studying the dynamics of collisions between vehicles, our engineers created the Advanced Compatibility Engineering™ (ACE™) body structure. It's a unique design that helps spread the energy of a frontal collision throughout the body. ACE is only from Honda and comes standard on the all-new Civic. In the future, ACE will come standard on many of our models as they evolve. After all, we made a promise to help keep all of our drivers and passengers safe.



ACE helps absorb  
frontal-collision energy.

Safety for Everyone.

**HONDA**  
The Power of Dreams

**ARRESTED.** CLAUDE ALLEN, 45, who served as President Bush's top domestic-policy adviser before resigning suddenly last month. Allen is charged with stealing more than \$5,000 in goods at Target and other stores, then returning them for refunds—charges he denies.

**FOUND DEAD.** TOM FOX

FOX, 54, American peace activist who, with three colleagues, was taken hostage in Iraq in November. Fox's battered body turned up in a Baghdad dump. So far, at least 55 foreign hostages have been killed by their captors in Iraq.

**MISTRIAL DECLARED.** In the retrial of JOHN (JUNIOR) GOTTI, 42, son of reputed Gambino-family kingpin John Gotti who was indicted in 2004 for racketeering and ordering the 1992 kidnapping of a radio host who had insulted his father on the air; in New York City. The jury hit an impasse over Gotti's claim that he had "retired" before July 1999—which, if true, would place him beyond the five-year statute of limitations

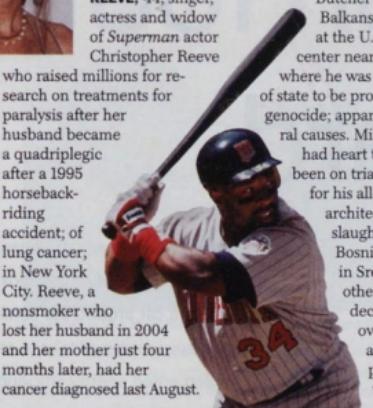
on the racketeering charges. A previous jury also could not agree on his guilt. Prosecutors intend to try again.

**RESIGNED.** GALE NORTON, 52, as Secretary of the Interior, in Washington. The first woman to hold the post, she led the Bush Administration's controversial effort to open Alaska's Arctic National Wildlife Refuge to oil drilling.

**◀ DIED. DANA**

REEVE, 44, singer, actress and widow of *Superman* actor Christopher Reeve

who raised millions for research on treatments for paralysis after her husband became a quadriplegic after a 1995 horseback-riding accident; of lung cancer; in New York City. Reeve, a nonsmoker who lost her husband in 2004 and her mother just four months later, had her cancer diagnosed last August.

**APPRECIATION**

**B**y the time GORDON PARKS died last week at 93 in his New York City home, he had made his way through a succession of fields—photography, literature, film—and left enduring work in every one. The novelist who wrote *The Learning Tree* also composed concertos; the poet also directed *Shaft*. But it's as a photographer that Parks will be remembered most. Especially at LIFE, where, as the first African American on its photo staff, he could shoot a Brazilian slum or a Paris fashion show with the same sure mastery. Above all, he made countless pictures of African-American life at a time when white racism was the rule—sometimes the law—around the country.

The son of a Kansas tenant farmer, Parks was working as a railway-car waiter in the 1930s when he picked up a magazine left by a passenger and had his first look at images of the Depression-era U.S. made by Dorothea Lange and other Farm Security Administration (FSA) photographers. Within a few years, he had bought a camera and started making portraits. By 1942 he was in Washington as an FSA photographer. On his first day there, Parks was refused service at a clothing store, theater and restaurant because he was black. He channeled his anger into his first famous photograph, made that day. *American Gothic*, right, is a portrait of a black cleaning woman in front of an American flag, her solemnity saying words about the limits that she—and he—met every day. Parks' art—in all media—is the work of a man who blew away those limits all his life. —By Richard Lacayo

**▼ DIED. KIRBY PUCKETT,** 45, Hall of Fame outfielder who led the Minnesota Twins to World Series titles in 1991 and 1994; of a stroke; in Phoenix, Ariz. Before Game 6 of the 1991 Series, he famously told teammates, "Tonight I'm drivin' the bus, boys," then hit two homers to force a Game 7—which the Twins won to capture the title.

**DIED. SLOBODAN MILOSEVIC,**

64, wily, charismatic power-addicted former Yugoslav President and icon of Serbian nationalism known as the

Butcher of the Balkans; in his cell at the U.N. detention center near the Hague, where he was the first head of state to be prosecuted for genocide; apparently of natural causes. Milosevic, who had heart trouble, had been on trial since 2002 for his alleged role as architect of the 1995 slaughter of 8,000 Bosnian Muslims in Srebrenica and other crimes. His decade-long rule over Yugoslavia and Serbia produced four wars, which

led to 250,000 deaths and introduced the term ethnic cleansing. Son of a defrocked Orthodox priest and a teacher, Milosevic lost power in a 2000 election. Serbia's new leaders extradited him in 2001. He defended himself at the International Criminal Tribunal, defiant to the end.



**▲ DIED. JOHN PROFUMO,** 91, former British War Minister who resigned from the Cabinet in 1963 after lying to Parliament about his affair with a prostitute, Christine Keeler, then 19, whose other clients included a Soviet diplomat; in London. The Profumo scandal hastened the end of the eight-year reign of the Conservative government and encouraged the rise of a combative press.



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Joe Klein

# Iraq-War Vets: The Democrats' Newest Weapon

**T**HIS IS KARL ROVE'S WORST NIGHTMARE: A LARGE CROWD HAS gathered in a restaurant in the small town of Montrose, Pa., on a sunny Sunday afternoon in February to listen to the Democratic candidate running in the 10th Congressional District, a rural conservative bastion considered "safe" for Republicans. The candidate, Chris Carney, is soft-spoken and well informed. The audience is enthusiastic and predominantly Democratic, but peppered with Republicans who seem every bit

as angry about the Bush Administration as do the Democrats. One man, dressed in a jacket and tie, stands up and confesses he's a lifelong Republican who can't vote for Bush because of his "fiscal irresponsibility." Another Republican, a prohibitively large corrections officer named Gary Morgan, tells me he's disgusted by the way Bush has prosecuted the war in Iraq and by his party's "culture of corruption." He's impressed by Carney, a Navy Reserve intelligence officer who is also a college professor. "It's nice to be able to vote for somebody with honor and integrity, and a veteran."

The "honor and integrity" sentiment is echoed by many in the crowd, and it is a local reference. The incumbent Republican Congressman Don Sherwood, 65—whom the Democrats didn't even bother to oppose in the last two elections—is married and has three children, but he's best known for admitting last year, according to the *Wilkes-Barre Times Leader*, to a "five-year affair with a 29-year-old Maryland woman, but denies repeatedly beating her." At one point, the woman locked herself in the Congressman's bathroom and called 911, claiming that he was trying to choke her. Sherwood said he was just giving her a back rub. The woman brought suit, and Sherwood settled out of court. A former teacher named Kathy Scott last week announced she would challenge Sherwood in the Republican primary because he "is not living his personal life in a way that's honest and moral."

Sherwood's when-did-you-stop-beating-your-mistress travails may have made this race competitive for Democrats, but Chris Carney's qualities as a candidate are what



Candidates like Navy Reserve officer Carney scare the G.O.P.

make it significant. He is one of more than 50 veterans running for Congress as Democrats this year, eight of whom are Iraq-combat veterans. Carney didn't see action in Iraq, but he was a senior intelligence analyst who served in the Office of the Secretary of Defense. Indeed, he was one of a core group of military-intelligence officers who studied the Iraqi insurgency over the past three years and have been frustrated by the Bush Administration's failure to bring adequate force to meet the challenge. "We told them there was going to be an insurgency," Carney tells his audience in Montrose. "Did they prepare for it? No. We need to know why they didn't. Why wasn't Congress asking the tough questions about this war? Where was Mr. Sherwood?"

The first question from the audience is about Iraq: What would Carney do now? "I'd withdraw one American battalion for every Iraqi battalion ready to fight. President Bush says there are 50 Iraqi battalions ready." Of course, there really aren't 50 Iraqi battalions

ready to operate independently; in fact, according to the U.S. military, there isn't even one. "Right, but the President claims there are 50," Carney said later. "We're not going to have an honest conversation about the war until the President is held accountable for the things he says."

Carney is no left-wing bomb thrower; he is a pragmatic moderate. Before the war began, he specialized in studying Saddam's ties to regional terrorist groups. "There were

AMERIE DUGEN FOR TIME

no links to 9/11," he told me. "But there were plenty of other contacts with terror groups. I always thought that was a better argument for the war than weapons of mass destruction." Carney's politics pretty accurately reflect the views of most Iraq combat veterans running as Democrats. They are not so much antiwar as anti-Bush, furious about the lack of preparation for the war, the insufficient troop levels, the lousy equipment. "I served in Kosovo and had an up-armored humvee," says Jon Soltz, the director of the Iraq and Afghanistan Veterans of America political-action committee. "Then I served in Iraq and had a humvee that wasn't armored. I lost one soldier I sent on a convoy without armor. You don't forget something like that."

Almost every one of the Iraq veterans running for Congress as a Democrat is in a tough, high-profile fight against a Republican incumbent: they'll be the poster boys (and women: Tammy Duckworth, who lost both legs in Iraq, is running in Illinois) for the Democrats' long-shot efforts to retake the House in 2006. They may also represent the beginning of the Dems' long climb back to credibility on national-security issues. Chris Carney has one of the toughest races. "The district is so Republican that no one really thinks he can win, even with Sherwood's problems," says G. Terry Madonna, who runs Franklin and Marshall College's Keystone Poll. But Iraq-war veterans running as Democrats is something new under the political sun—and Karl Rove's nightmare is that candidates like Carney will win some unexpected races this year.

To see a collection of Klein's recent columns, visit [time.com/klein](http://time.com/klein)



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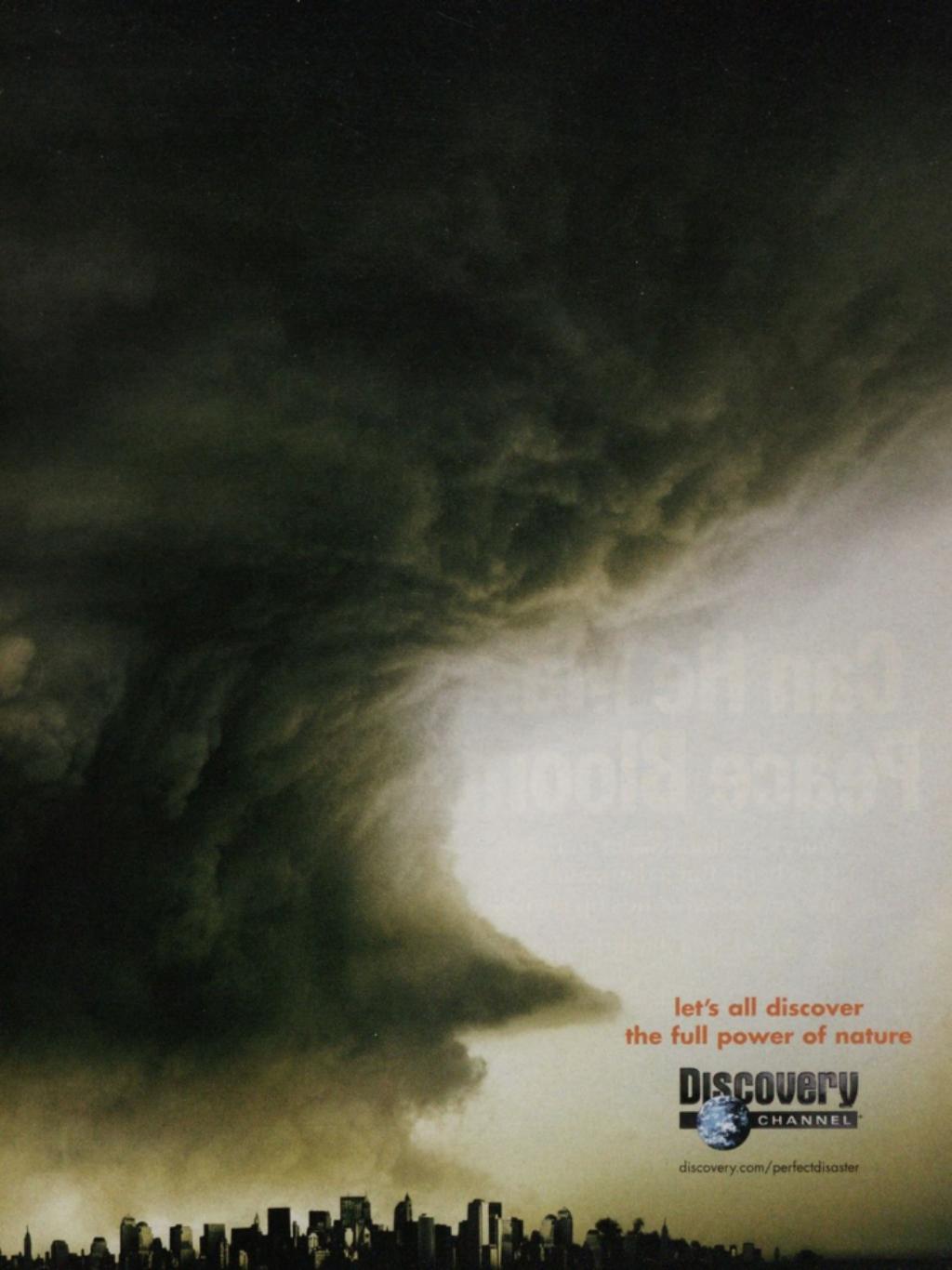
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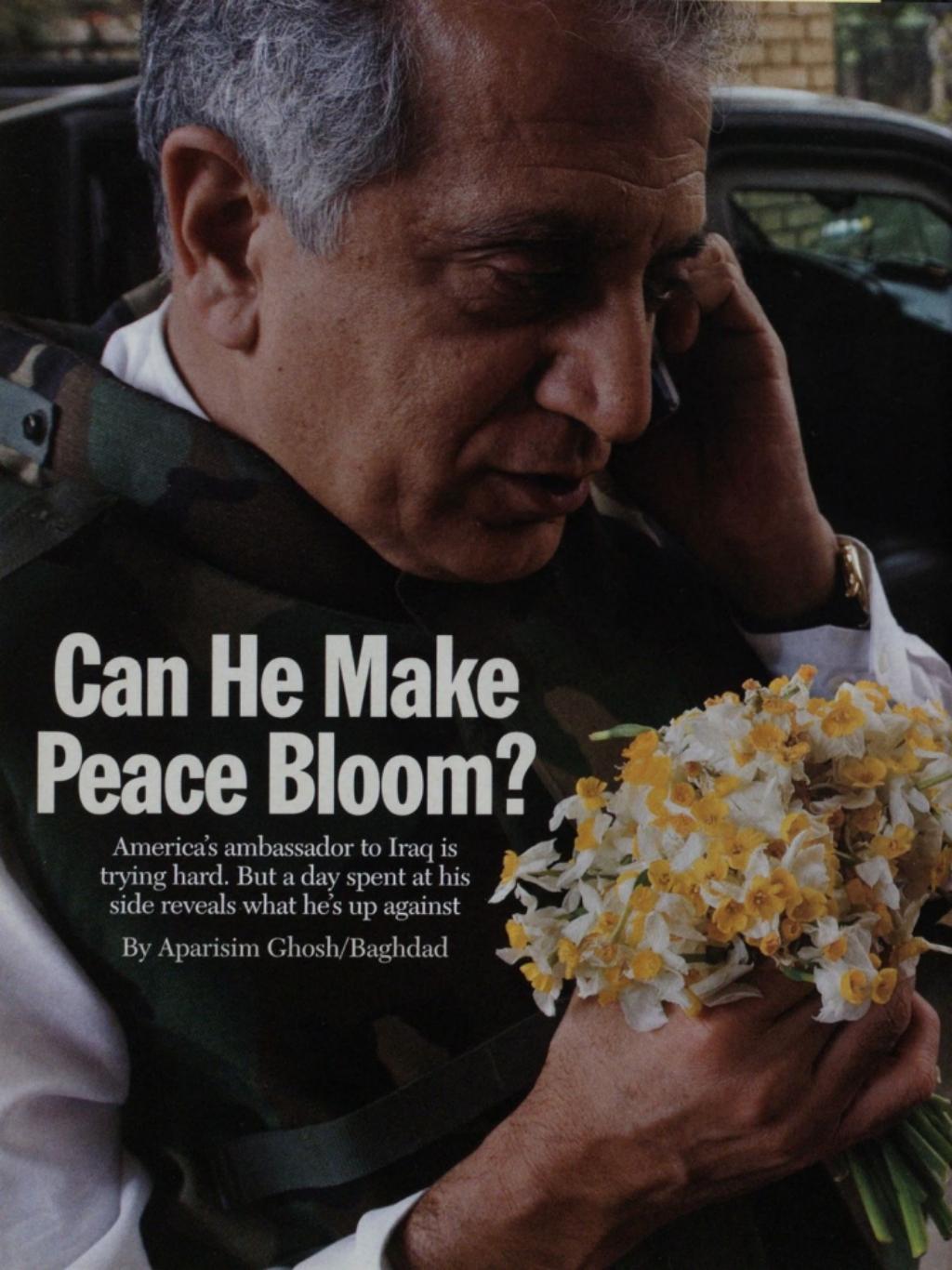


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# Can He Make Peace Bloom?

America's ambassador to Iraq is trying hard. But a day spent at his side reveals what he's up against

By Aparisim Ghosh/Baghdad

# “Everyone wants me to solve their problems,”

Zalmay Khalilzad says as he adjusts his bulletproof vest and settles into the back seat of his armored SUV. The U.S. ambassador to Iraq has just emerged from a meeting at the sprawling riverside home of Abdel Aziz al-Hakim, who heads the coalition of Shi'ite parties that controls Iraq's incoming parliament. It didn't go well. For more than an hour, Khalilzad tried to persuade al-Hakim to help revive the Iraqi political process, stalled in part because the Shi'ites refuse to bend to demands by secular, Kurdish and Sunni parties that Prime Minister Ibrahim al-Jaafari not be given a second term. Al-Hakim didn't want to confront his fellow Shi'ite. But he had another idea: Couldn't Khalilzad nudge al-Jaafari aside? Khalilzad kept a straight face at the suggestion. But as his convoy speeds through the streets of Baghdad toward the relative safety of the highly fortified green zone, Khalilzad chuckles wearily, knowing that for the U.S., al-Hakim's proposal is not a solution but a trap. "Whether it works or not," he says, "they will blame it on me."

That's a familiar situation for Khalilzad these days. As Iraq's political parties squabble over the nature and composition of a new government, sectarian violence has pushed the country closer than ever to full-bore civil war. U.S. commanders believe that Sunni-Shi'ite violence is surpassing jihadi terrorism as the biggest threat to the country's long-term stability. And yet the prospect of a deeper, more vicious war has so far failed to prod the country's leaders into setting aside their rivalries and forming a broadly representative government, which may be the U.S.'s best hope for subduing the insurgency. The task of bringing together Iraqis torn by bloodshed and ill will has fallen to Khalilzad, the gregarious, glad-handing Afghan-born diplomat, who says he enjoys "getting my hands dirty in the grubby aspects of politics and policymaking." But the dilemma for Khalilzad is the one facing the Bush Administration as it tries to find an honorable way out of Iraq: Once you get your hands dirty, how do you avoid being held responsible for cleaning up the mess?

Khalilzad is searching for answers. TIME accompanied him last week on a whirlwind round of parleys with the key political players, providing a glimpse into how he navigates through the complexities of Iraqi politics. He revealed plans to hold a conference at which he hopes to press Iraq's political leaders to reach agreement on a new, pluralistic government of national unity. "We'll work together day and night until we finish the job," he says. Khalilzad told TIME that if the conference succeeds and the parties settle other disputed issues, the U.S. may be able to pull out some troops this year. "If we get—when we get—the national-unity government, when we have ministries that are run by competent ministers, and as we get into the next phase of our Sunni outreach ... I see a set of circum-

**DEALMAKER**  
Clutching a gift from  
Iraqi President  
Talabani, Khalilzad  
makes a call

Photographs for TIME  
by Franco Pagetti



stances, frankly, that would allow for a significant withdrawal of our forces."

But none of that is assured. In the eight months since taking over as U.S. envoy in Baghdad, Khalilzad, 54, has earned the respect of both his Iraqi counterparts and his bosses in Washington for the enthusiasm and savvy he brings to the world's toughest job. "Right place, right guy, at the right time," says a U.S. official involved in Iraq policy. And yet the burden of trying to find a political solution to an increasingly brutal, costly and unpopular war is straining even Khalilzad's relentless optimism. He says he believes Iraq is "heading in the right direction," but those who know him say he is aware that he may be powerless to stop Iraq's unraveling. A recent visitor to Iraq who saw Khalilzad says he privately complained that he needs more help from Washington to apply international pressure on Iraq's warring parties. (He tells TIME he's happy with the support he's getting from the Administration.) "What is exasperating for him," says his wife Cheryl Benard, a senior political scientist at the Rand Corp., "is to find himself dealing with ... agendas at play in Iraq on the part of some leading Iraqis that have nothing whatsoever to do with the good or advancement of stability in their own country."

**KHALILZAD DIDN'T PLAN TO BE** there. He became ambassador to Afghanistan after the fall of the Taliban in 2001 and built a close friendship with Afghan President Hamid Karzai, helping negotiate deals with ethnic and sectarian groups so numerous it would make an Iraqi's head spin. "Zal had definitely been promised that if he agreed to go to Kabul, he would be given a more relaxed and family-friendly assignment thereafter," says Benard. But last June, with the U.S. struggling to contain the insurgency in Iraq, President Bush sent Khalilzad to Baghdad. It made sense: Khalilzad was an early proponent of regime change and had worked with Iraqi exiles in the run-up to the U.S. invasion. "He was already on first-name terms with many of the key players," says a senior diplomat at a European embassy in Baghdad. "There was no time wasted in measuring each other up. He could get to work directly off the plane."

Whereas his predecessors Paul Bremer and John Negroponte often seemed remote

to Iraqi politicians, Khalilzad, a secular Muslim who speaks Farsi and some Arabic, is informal and chatty. In meetings with Iraqi leaders, he sips sweetened black tea and indulges their speechifying without asking for translation. Iraqi leaders say they see him as one of their own, crediting his Afghan upbringing for his accommodating manner. Says Humam Hamoodi, a leading politician of the Supreme Council for the Islamic Revolution in Iraq (SCIRI): "The way he sits, the way he eats, we feel he's no stranger to us."

It helps too that he has powerful backers in Washington. A protégé of Vice President Dick Cheney, Khalilzad speaks frequently to Bush and Secretary of State Condoleezza Rice. "He certainly has a freedom of action that others do not," says a U.S. diplomat involved in Middle East issues. During last summer's negotiations over a new constitution, Khalilzad took cell-phone calls from Rice in the presence of Iraqi leaders, giving her updates and assessments, according to a U.S. consultant who observed it. He showed Iraqis he had a direct line to Washington and enhanced trust that he had no hidden agenda. Hamoodi says agree-



**OUR MAN IN BAGHDAD:**  
Khalilzad wears body  
armor while traveling  
outside the green zone  
on a whirlwind day of  
visits with Iraqi leaders,  
including Iraq's President  
Jalal Talabani, below



ment on the constitution "would have been impossible without him."

But Khalilzad hasn't been able to make the good feelings last. Each side wants him to go to bat for it but suspects him of secretly playing for the other team. "They see everything very much in a zero-sum way," Khalilzad says. That he is of mixed parentage—his late father was a Sunni, his late mother a Shi'ite—doesn't automatically make him a neutral in the eyes of Iraqi politicians. As a representative of the country that smashed the Sunnis' stranglehold on power, he worked hard to overcome their suspicion, only to find himself in the doghouse with the Shi'ites. "He wants to be the hero," says Hamoodi. "He paid more attention to Sunni demands than he did to the Shi'ite demands. So he was no longer the middleman. He was just on the Sunni side."

Shi'ite disgruntlement with Khalilzad reached a peak in late February, when he complained about sectarian abuses by al-Jaafari's Shi'ite government. His thinly disguised target was the Interior Ministry, which Sunnis say employs Shi'ite death squads. Shi'ites interpreted Khalilzad's comments as a threat to their influence. "They thought I was trying to give [the ministry] to the Sunnis," Khalilzad says. And justified or not, some Shi'ites say Khalilzad's slapdown contributed to the rage that erupted after the Feb. 22 terrorist bombing of the sacred Shi'ite shrine in Samarra, which left hundreds dead. "I see what happened in the immediate aftermath of Samarra as a strategic warning to Iraqi society and the Iraqi leadership," Khalilzad says. "If they didn't have a feeling that there was a concerted effort at provoking civil war by the enemies of Iraq, they cannot have any doubts in the aftermath of Samarra."

There's little doubt that the bombing has galvanized Khalilzad's diplomatic efforts, giving him in his meetings with Iraqi leaders an urgent, compelling talking point: the prospect of civil war. But a day spent with the ambassador as he shuttles across Baghdad reveals just how hard it will be for him to forge compromise. At his meeting with al-Hakim, the SCIRI leader's aides nod when Khalilzad says the political deadlock is creating a vacuum that encourages sectarian impulses. But al-Hakim wants to talk in-

To read more of TIME's interview with Ambassador Khalilzad, visit [time.com](http://time.com)



stead about the discovery last week of a bus containing the corpses of 18 men, many of them clearly garroted. News reports said the men were Sunnis; al-Hakim says they were Shi'ites. Khalilzad is caught off guard. "The BBC said the men were Sunnis," he says. But al-Hakim angrily insists the victims were Shi'ites, pilgrims returning from a tour of the holy city of Najaf. (Five days after the massacre, the bodies had not yet been identified.) When Khalilzad and al-Hakim leave the room for a private conversation, the aides say the ambassador's appeals are sincere—but too simplistic. "Khalilzad cannot reach the people who are pushing the country toward a civil war," says an aide, asking not to be identified by name. "These are people who won't be bought off or frightened off by the U.S. They have to be defeated, jailed or killed."

"SHI'ITES ALWAYS SEE THEMSELVES AS THE victims," Khalilzad says as his convoy pulls up to the U.S. embassy, temporarily housed in what used to be Saddam Hussein's main palace. But Sunnis too are adept at the politics of victimhood. Later in the day, the ambassador holds a closed-door meeting in his small office with two representatives of the Sunni parties. One of them, Iyad al-Samarrai, then told TIME they asked Khalilzad to have U.S. forces stop the killing of Sunnis by Shi'ite death squads.

Such a request only highlights that Kha-

lizad has little influence on the forces driving the war. For all his success at bringing Sunni political groups into the mainstream, the insurgency rages on. U.S. efforts to exploit splits between foreign jihadist groups and secular, homegrown insurgents have had only limited success. Equally frustrating is the U.S.'s inability to rein in excesses by the Mahdi Army, the Shi'ite militia loyal to radical cleric Muqtada al-Sadr. Khalilzad concedes that al-Sadr is "a challenge that has to be dealt with." The preferred option would be for Iraqi security forces to take on al-Sadr's militias. But since the support of al-Sadr's faction is critical to al-Jaafari's hold on power, the Prime Minister is unlikely to authorize a crackdown. "Al-Sadr is possibly the greatest source of frustration for the U.S.," says a European diplomat. "Khalilzad knows he is potentially the most destabilizing force in Iraqi politics, but the Americans have zero leverage with him."

Khalilzad's latest idea is to get the Iraqis to decide on a Prime Minister, then hold the equivalent of an off-site meeting, at which they would come up with a framework for multisectarian governance. The plan is clearly based on the 2002 London conference of exiled leaders that Khalilzad presided over. "Sometimes meetings went on until 3 or 4 in the morning," he says as his SUV roars to his next appointment. "That may be what's required to get this job

done at a faster pace." A major impediment is the current Prime Minister, Al-Jaafari is clinging to control despite widespread dissatisfaction with his tenure. But Khalilzad is not about to tell him to quit—that, he says, would be interfering in Iraq's politics. "We used to make those decisions—run the place," he says. "But now [the Iraqis] have to take responsibility for their decisions." At 6 p.m., Khalilzad meets al-Jaafari behind closed doors in the Prime Minister's residence and tells him that the political process needs to be started up again and that an all-party coalition government is vital to Iraq's interests. An al-Jaafari aide says the Prime Minister listened politely but made no commitment.

It has been a trying day, and Khalilzad looks exhausted. He may be the most homesick man in U.S. government, having spent the past five years away from Benard and their two sons, now 22 and 14. (It doesn't help that he says he may spend an upcoming break from Baghdad in Afghanistan.) He talks every day to Benard, who describes their communications as "very frustrating—satellite phones and terrible connections and as I have been assured, many fellow listeners in various countries' security agencies." Because of safety concerns, Khalilzad is unable to see much of the country he is trying to save. "What I would like to do is go off on the street," he says. "I don't do that, but I talk to a lot of people."

With so much riding on his words and actions, Khalilzad knows no conversations with Iraqis can be entirely casual. But there are some moments when he can let his diplomatic guard down. Earlier in the day, he visits the palatial home of Iraqi President Jalal Talabani, a Kurd and a longtime U.S. ally. Here, Khalilzad is among friends. Talabani calls him Zal, and offers flattering compliments instead of angry complaints. They make jokes in Farsi and enjoy a Kurdish meal that includes several kinds of breads, pomegranate-infused rice and heaping plates of lamb. The ambassador blushes when the President likens him to the British viceroys of Iraq's past. But he beams as Talabani talks about how Iraqi Kurdistan is prospering in the post-Saddam era. "See," Talabani says to a guest, "occupation is good." After an awkward pause, Khalilzad corrects him. "Liberation, Mr. President," he says. "I think you mean liberation." It says something about the magnitude of Khalilzad's task that even America's friends don't get it right the first time. —With reporting by Christopher Allbritton/Baghdad and Matthew Cooper, Elaine Shannan and Michael Weisskopf/Washington



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Mike Allen

# The Mission: Find a Way to Stay Relevant

Bush's troubleshooting plan is to explain Iraq better and stick with his same team

**A**FTER STEPPING OFF AIR Force One in Atlanta last week and boarding a cherry red Ford Expedition near the front of President George W. Bush's motorcade, Karl Rove rolled down his window and leaned out to talk to a clump of Georgia Congressmen who had followed him across the tarmac and were looking for a ride. "Keep going!" the White House deputy chief of staff instructed the group, motioning them toward the gray staff vans farther back.

Rove was being playful, but he might as well have been rehearsing the motto for this battered White House, where change remains suspect, momentum is elusive and patience seems to be the only prescription. Just 16 months after the President's re-election, his Capitol Hill allies are in a funk, pointing fingers and worrying about their survival in November's midterm elections. Even Bush loyalists fear the Commander in Chief is in a hole with no ladder. When the Dubai company that the Administration had okayed to run several U.S. ports pulled out of the widely derided deal last week, the President escaped from a fight with a Republican-controlled Congress that had the public overwhelmingly on its side. In the long run, though, the company's withdrawal may turn out to mark the moment Bush became a lame duck. "The ports deal showed that the Congress is completely going its own way," said a presidential adviser. White House

**PITCHING IN:**  
Bush last week helping restore a Gautier, Miss., house destroyed by Katrina



officials contend that Bush quickly realized the ports affair was a fiasco. "I know a prairie fire when I see one," the Texas rancher told an aide. The most politically injurious fallout could be new constraints on Bush's ability to play what had been his strong card—his national-security credentials.

In an acknowledgment that he needs to offer a more convincing message on Iraq, the President is scheduled to deliver a series of three speeches this month that aim at persuasion, a departure from his usual hallmark of repetition. Bush plans to describe U.S. efforts to develop new defenses against insurgents' improvised explosive devices and give town-by-town case studies of how his strategy for victory in

Iraq is playing out. "It's not going to change people's anxieties," a White House official said. "What it will do is help provide a greater understanding of why these events are happening and what we're doing to try to change them. We talk about the strategy oftentimes from 30,000 feet. What we're trying to do here is say how it is actually being

Iran," he said. "He's very relevant on that, and that may help his numbers a little bit."

Through the challenges, the President has kept his human touch. Touring New Orleans last week, he met a man who had survived for days on canned goods before being evacuated to Utah. "Were you the only black man in Salt Lake City?" Bush

applied on the ground."

With little hope of getting much legislation passed in an election year, Bush plans to stay relevant through an aggressive schedule of fund raising and rally stops for Republican candidates, most of whom are still eager for presidential visits. One Bush adviser sees political promise for the President in a nuclear peril. "Certainly, there's going to be a serious showdown on

asked. Meanwhile, lobbyists and outside Republican strategists are pleading anew for a White House shake-up, arguing that if this were a business, the management would be thrown out. "The Bushies have proved that five people can run the country for four years and one day," a G.O.P. congressional aide complained. The critics are conducting their conversations with the President's men in polite code, such as asking how they can help. "There is a drumbeat," a Bush friend explained, "but it's not resonant in the White House. These are people this Administration, and the President in particular, disdains. You scrape 'em off your shoes—and keep going."

—With reporting by Matthew Cooper, Michael Duffy and Karen Tumulty



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JIMMY CARTER



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GEORGE H.W.  
BUSH



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BILL  
CLINTON

The Senator is laying the groundwork for a possible presidential run in 2008, but is she too polarizing to win it?

# Can Hillary Join the Club?

By MICHAEL DUFFY

L AST THURSDAY WAS AS GOOD A DAY as any to chart Hillary Clinton's steady progress from junior Senator to Democratic presidential front runner. She attended a press conference on port security in the morning, had lunch with some eBay executives, did an event about kids and car safety with New Hampshire Republican Senator John Sununu and then attended the promotion ceremony of a female Army officer on loan to her staff. Later that evening she joined Republican Senator Trent Lott of Mississippi to talk to CNN about their joint plan to make the Federal Emergency Management Agency (FEMA) independent again. Asked by Anderson Cooper whether the Lott-Clinton duet was the beginning of a beautiful relationship, Clinton was unable to stifle a guffaw. Lott, on the other hand, adjusted his coat, moved half a step closer to his partner and replied, "How do we look?"

As she begins her campaign for re-election this year, Hillary Rodham Clinton is laying all the necessary predicates for a possible run for the White House in 2008. In part to deflect the attacks of Hillary haters around the country, she has teamed with Republicans who once spat out her name like a curse. As a New York Senator, she has emerged as an outspoken booster of terrorism-preparedness programs at home and for more money for U.S. troops and better force protection in Iraq. And she is quietly constructing a nationwide fundraising network capable of bringing in at least \$40 million for her race this fall and twice that much, if not more, in the crucial 18 months that follow. Clinton and her team have spent the past year executing a mostly careful, mostly moderate and quietly deliberate game plan. "They are not," said a Midwestern ally who recently jumped on board, "taking anything for granted."

Clinton remains, by a large margin, the candidate both Democrats and left-leaning

independents prefer to win the party's nod in 2008. But she is also the candidate who many believe cannot win in 2008, because she is simply too divisive a figure. Which means she is the party's best and worst prospect for '08.

That's one reason everyone in Hillary-land dismisses the chatter about the White House and talks instead only of November '06. Her last rival for the Senate job, Rick Lazio, quickly raised almost \$40 million when he volunteered to face her in 2000, and that came on top of the \$23 million that fellow Republican Rudy Giuliani had raised before he dropped out of the race because of prostate cancer. Finding someone to take on Clinton this time around has been harder for the G.O.P. The party's top choice, former Westchester County prosecutor Jeannie Pirro, quit the contest in December. The White House last month turned to Manhattanite Kathleen McFarland to play rope-a-dope, though Empire State Republicans believe the nomination will eventually go to former Yonkers mayor John Spencer. The best title the Republicans could come up with for McFarland was "former Reagan Pentagon official." No matter who emerges to challenge Clinton, both parties will treat the race as a useful warm-up for whatever comes next—and will pour money into it to test their theories.

To date, Clinton has raised \$33 million for her re-election and has more than \$17 million in the bank, a figure she can easily double this year. She had two fund raisers in

the community is how do you put together a national campaign with numbers like that?" Clinton's ratings are especially daunting given that the front runner among Republican '08 contenders seems to be Arizona Senator John McCain, who enjoys considerable popularity with the public. It is clear that Clinton's people are thinking about him a lot.

The other man Clinton has to watch out for is her husband. The Senator and the former President got crossways a few weeks ago on the Dubai

ent from the ex-President's. While her husband was an ardent free trader who talked with guarded optimism about the global economy, Hillary voted against the Central American Free Trade Agreement last June and has spent a lot of time meeting with economists and other experts to develop strategies for retaining the U.S.'s dwindling manufacturing base, in part because it forms the economic base of upstate New York.

Clinton remains a strong performer on the stump who has nonetheless been known to misread a crowd sometimes as thoroughly as her husband was known to work one. At a glitzy Kennedy Center event on AIDS last fall, she harangued an audience already deeply engaged

New York last week, and she is set to attend events in Dallas and St. Louis, Mo., in the next two weeks. More than 75 party fund raisers gathered at a Washington hotel last month so that Clinton's inner circle could brief them on the New York race, her probable opponents, the G.O.P.'s history of using every weapon and tactic against her and the plans for raising money through personal appearances and on the Internet. Participants reported that each presentation was focused on 2006, and organizers underlined their short-term focus. The day was capped by a dinner party at a Georgetown mansion where Clinton spoke after her husband introduced her.

Some of the moneymen who attended the D.C. sessions, however, remain loyal to other probable '08 contenders. Several who spoke to TIME said that while they are happy to help Clinton in 2006, they are leery of a presidential bid. A few cited the Senator's high unfavorable ratings in national polls, ratings that have held for some time now above 40%. One fund raiser who asked not to be identified put it this way: "The concern in

HILLARY CLINTON

**NO. 44?**  
With Presidents past and present, Clinton attends Coretta Scott King's funeral in Georgia last month

Ports deal when it turned out that he was informally having conversations with United Arab Emirates representatives about how to cope with opposition in Washington at the same

time she was helping get that opposition organized. No one who knows either Clinton has any idea how to bring a man renowned for his voracious need for information into anything approaching the marginal role of political spouse. How—or even whether—to integrate into her tight circle of advisers the former President's vast network of allies, strategists, hangers-on and second-guessers is a task no one has begun to contemplate. And even the Senator can sound a little sensitive about the Clinton presidency at times: when talking with Lott last week on CNN about how FEMA was better organized and led during her husband's Administration, she referred to the period simply as "the '90s."

Already, there are signs that Hillary's attitude about economic policy is slightly differ-

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GEORGE W. BUSH

with the epidemic with an awkward demand that they do even more. After an almost flawless 2005, when she emerged as the party's most sought-after spokesman, she has seemed to stumble a bit this year. She attracted a little more attention than she intended when she likened the G.O.P.-controlled House of Representatives to a plantation. Her advisers say that did not hurt her in the polls.

If she runs for President, Clinton will bring to the race more assets and experience than almost anyone who has never run before—and the kind of liabilities that would send other politicians into permanent rehab. Which may explain why a Clinton ally, aware of all her pluses and minuses, last week struck a fatalistic chord about a 2008 race. "Let's just get it on," he said. —With reporting by Barbara Burke/New York

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# The Unusual Suspects

Arrests of three promising college students in the Alabama church burnings have people asking, Why?

By JYOTI THOTTAM

**W**HEN ALABAMA CHURCHES WERE bombed or burned in the South in the 1960s, the reason was never a mystery. The racist violence of those years was meant to intimidate the African Americans who met in the churches, and you didn't need a guilty perpetrator, or even a suspect, to know that. Forty years later, after a new wave of church fires in Alabama, a twist ending to the story has residents stunned and confused.

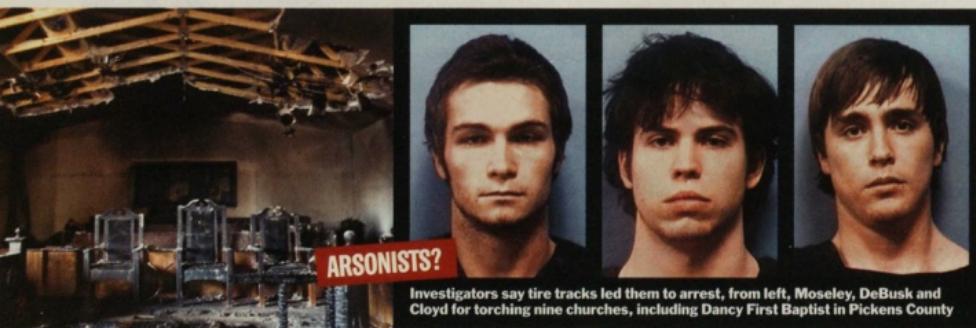
Federal agents last week arrested three college students from the prosperous Birmingham suburbs—sons of a doctor, a constable and a plant manager—accusing them of setting ablaze nine churches,

math-honor-society student, Cloyd remained close to two friends he met during his freshman and sophomore years at Birmingham-Southern College, Russell DeBusk and Benjamin Moseley. The 19-year-old theater majors were a tight pair at the small liberal-arts school, which is affiliated with the United Methodist Church. Known as extroverted cutups with a bit of a wild side, they were described in the campus newspaper as budding actors “on the road to stardom.” Moseley, a high school homecoming king and senior-class president, two years ago spent a week helping rebuild a church in Louisiana on a mission with his church, Huffman United Methodist. Says church member Beth O'Donnell, a mother of four

not comment on his guilt or innocence.

James Cavanaugh, regional Special Agent in Charge for the Bureau of Alcohol, Tobacco, Firearms and Explosives, says the crime bears the marks of “thrill and excitement” arson rather than a prank. The fires, for example, were carefully set from inside the churches, not outside, as in an impulsive act of vandalism. At Old Union Baptist Church in Bibb County, a large artificial-flower arrangement had been moved to the piano top, under an American flag, presumably to serve as tinder.

It was old-fashioned police work that led to the arrests. Investigators made casts of identical tire tracks at six churches, matching the pattern and size to a database of manufacturers. That narrowed the field to Toyota 4Runners and similar SUVs, and agents then methodically interviewed everyone in the nearby counties who owned such a vehicle. By the second week of March, they had questioned Cloyd's mother. Investigators say Cloyd cracked first, to his parents, who informed authori-



Investigators say tire tracks led them to arrest, from left, Moseley, DeBusk and Cloyd for torching nine churches, including Dancy First Baptist in Pickens County

CARMEN SISON—CLAYDORIGHT.COM

home to both black and white congregations, in the rural counties around Birmingham in February. “It’s hard to believe it was these kinds of kids,” says Greene County sheriff Johnny Isaac. Most expected a troubled loner to emerge as the suspect. A volunteer firefighter pleaded guilty to an earlier series of burnings in 1996; a self-professed Satanist is in prison for similar crimes in 1999.

Instead, the three alleged arsonists, who have all been charged with federal conspiracy to burn churches, were popular college kids with big dreams and real talents. Matthew Cloyd, 20, was a premed student at the University of Alabama at Birmingham, to which he transferred last year. An avid deer hunter and a high school

who was often host to Moseley in her home: “He is a kind and gentle soul, a bit impulsive, but nobody thought it would turn such a way.”

The three friends boasted about their partying adventures on the popular social-networking site [facebook.com](http://facebook.com). “He said he was interested in Satanism,” says Jeremy Burgess, 19, DeBusk’s dormitory roommate. But one “demon hunting” trip amounted to little more than an excuse to drink in the woods. According to court documents, Cloyd, DeBusk and Moseley set the first five fires as a joke after a night of drinking and shooting at deer, then torched four more churches 100 miles away to throw police off their trail. A lawyer for Cloyd described him as “remorseful” but would

ties; Moseley filled in the details for police. The three boys face five-to-20-year sentences per count if convicted.

The absence of any apparent racial motive for the crimes is a small comfort in Birmingham. But the demise of the churches, some more than 100 years old, is still painful. “I began to sense loss for our older people,” says Jim Parker, pastor at Ashby Baptist in Bibb County. “They were baptized and married here, and their people are buried here,” he says. “But when the children started really crying, I realized it was all they had ever known too.” Some things have changed in Alabama, but grief remains the same. —Reported by Verna Gates and Frank Sikora/Birmingham and Greg Fulton/Atlanta

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*See important patient information on the next page.*

*Leave the rest to Lunesta*



1, 2 AND 3 MG TABLETS

Please read this summary of information about LUNESTA before you talk to your doctor or start using LUNESTA. It is not meant to take the place of your doctor's instructions. If you have any questions about LUNESTA tablets, be sure to ask your doctor or pharmacist.

LUNESTA is used to treat different types of sleep problems, such as difficulty in falling asleep, difficulty in maintaining sleep during the night, and waking up too early in the morning. Most people with insomnia have more than one of these problems. You should take LUNESTA immediately before going to bed because of the risk of falling.

LUNESTA belongs to a group of medicines known as "hypnotics" or, simply, sleep medicines. There are many different sleep medicines available to help people sleep better. Insomnia is often transient and intermittent. It usually requires treatment for only a short time, usually 7 to 10 days up to 2 weeks. If your insomnia does not improve after 7 to 10 days of treatment, see your doctor, because it may be a sign of an underlying condition. Some people have chronic sleep problems that may require more prolonged use of sleep medicine. However, you should not use these medicines for long periods without talking with your doctor about the risks and benefits of prolonged use.

#### Side Effects

All medicines have side effects. The most common side effects of sleep medicines are:

- Drowsiness
- Dizziness
- Light-headedness
- Difficulty with coordination

Sleep medicines can make you sleepy during the day. How drowsy you feel depends upon how your body reacts to the medicine, which sleep medicine you are taking, and how large a dose your doctor has prescribed. Daytime drowsiness is best avoided by taking the lowest dose possible that will still help you sleep at night. Your doctor will work with you to find the dose of LUNESTA that is best for you. Some people taking LUNESTA have reported next-day sleepiness.

To manage these side effects while you are taking this medicine:

- When you first start taking LUNESTA or any other sleep medicine, until you know whether the medicine will still have some effect on you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
- Do not drink alcohol when you are taking LUNESTA or any sleep medicine. Alcohol can increase the side effects of LUNESTA or any other sleep medicine.
- Do not take any other medicines without asking your doctor first. This includes medicines you can buy without a prescription. Some medicines can cause drowsiness and are best avoided while taking LUNESTA.
- Always take the exact dose of LUNESTA prescribed by your doctor. Never change your dose without talking to your doctor first.

#### Special Concerns

There are some special problems that may occur while taking sleep medicines.

#### Memory Problems

Sleep medicines may cause a special type of memory loss or "amnesia." When this occurs, a person may not remember what has happened for several hours after taking the medicine. This is usually not a problem since most people fall asleep after taking the medicine. Memory loss can be a problem, however, when sleep medicines are taken while traveling, such as during an airplane flight and the person wakes up before the effect of the medicine is gone. This has been called "traveler's amnesia." Memory problems have been reported rarely by patients taking LUNESTA in clinical studies. In most cases, memory problems can be avoided if

you take LUNESTA only when you are able to get a full night of sleep before you need to be active again. Be sure to talk to your doctor if you think you are having memory problems.

#### Tolerance

When sleep medicines are used every night for more than a few weeks, they may lose their effectiveness in helping you sleep. This is known as "tolerance." Development of tolerance to LUNESTA was not observed in a clinical study of 6 months' duration. Insomnia is often transient and intermittent, and prolonged use of sleep medicines is generally not necessary. Some people, though, have chronic sleep problems that may require more prolonged use of sleep medicine. If your sleep problems continue, consult your doctor, who will determine whether other measures are needed to overcome your sleep problems.

#### Dependence

Sleep medicines can cause dependence in some people, especially when these medicines are used regularly for longer than a few weeks or at high doses. Dependence is the need to continue taking a medicine because stopping it is unpleasant.

When people develop dependence, stopping the medicine suddenly may cause unpleasant symptoms (see *Withdrawal* below). They may find they have to keep taking the medicine either at the prescribed dose or at increasing doses just to avoid withdrawal symptoms.

All people taking sleep medicines have some risk of becoming dependent on the medicine. However, people who have been dependent on alcohol or other drugs in the past may have a higher chance of becoming addicted to sleep medicines. This possibility must be considered before using these medicines for more than a few weeks. If you have been addicted to alcohol or drugs in the past, it is important to tell your doctor before starting LUNESTA or any sleep medicine.

#### Withdrawal

Withdrawal symptoms may occur when sleep medicines are stopped suddenly after being used daily for a long time. In some cases, these symptoms can occur even if the medicine has been used for only a week or two. In mild cases, withdrawal symptoms may include unpleasant feelings. In more severe cases, abdominal and muscle cramps, vomiting, sweating, shakiness, and, rarely, seizures may occur. These more severe withdrawal symptoms are very uncommon. Although withdrawal symptoms have not been observed in the relatively limited controlled trials experience with LUNESTA, there is, nevertheless, the risk of such events in association with the use of any sleep medicine.

Another problem that may occur when sleep medicines are stopped is known as "rebound insomnia." This means that a person may have more trouble sleeping the first few nights after the medicine is stopped than before starting the medicine. If you should experience rebound insomnia, do not get discouraged. This problem usually goes away on its own after 1 or 2 nights.

If you have been taking LUNESTA or any other sleep medicine for more than 1 or 2 weeks, do not stop taking it on your own. Always follow your doctor's directions.

#### Changes In Behavior And Thinking

Some people using sleep medicines have experienced unusual changes in their thinking and/or behavior. These effects are not common. However, they have included:

- More outgoing or aggressive behavior than normal
- Confusion
- Strange behavior
- Agitation
- Hallucinations
- Worsening of depression
- Suicidal thoughts

How often these effects occur depends on several factors, such as a person's general health, the use of other medicines, and which sleep medicine is being used. Clinical experience with LUNESTA suggests that it is rarely associated with these behavior changes.

It is also important to realize it is rarely clear whether these behavior changes are caused by the medicine, are caused by an illness, or have occurred on their own. In fact, sleep problems that do not improve may be due to illnesses that were present before the medicine was used. If you or your family notice

any changes in your behavior, or if you have any unusual or disturbing thoughts, call your doctor immediately.

#### Pregnancy And Breastfeeding

Sleep medicines may cause sedation or other potential effects in the unborn baby when used during the last weeks of pregnancy. Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, or if you become pregnant while taking LUNESTA.

In addition, a very small amount of LUNESTA may be present in breast milk after use of the medication. The effects of very small amounts of LUNESTA on an infant are not known; therefore, as with all other prescription sleep medicines, it is recommended that you not take LUNESTA if you are breastfeeding a baby.

#### Safe Use Of Sleep Medicines

To ensure the safe and effective use of LUNESTA or any other sleep medicine, you should observe the following cautions:

1. LUNESTA is a prescription medicine and should be used ONLY as directed by your doctor. Follow your doctor's instructions about how to take, when to take, and how long to take LUNESTA.
2. Never use LUNESTA or any other sleep medicine for longer than directed by your doctor.
3. If you notice any unusual and/or disturbing thoughts or behavior during treatment with LUNESTA or any other sleep medicine, contact your doctor.
4. Tell your doctor about any medicines you may be taking, including medicines you may buy without a prescription and herbal preparations. You should also tell your doctor if you drink alcohol. DO NOT use alcohol while taking LUNESTA or any other sleep medicine.
5. Do not take LUNESTA unless you are able to get 8 or more hours of sleep before you must be active again.
6. Do not increase the prescribed dose of LUNESTA or any other sleep medicine unless instructed by your doctor.
7. When you first start taking LUNESTA or any other sleep medicine, until you know whether the medicine will still have some effect on you the next day, use extreme care while doing anything that requires complete alertness, such as driving a car, operating machinery, or piloting an aircraft.
8. Be aware that you may have more sleeping problems the first night or two after stopping any sleep medicine.
9. Be sure to tell your doctor if you are pregnant, if you are planning to become pregnant, if you become pregnant, or if you are breastfeeding a baby while taking LUNESTA.
10. As with all prescription medicines, never share LUNESTA or any other sleep medicine with anyone else. Always store LUNESTA or any other sleep medicine in the original container and out of reach of children.
11. Be sure to tell your doctor if you suffer from depression.
12. LUNESTA works very quickly. You should only take LUNESTA immediately before going to bed.
13. For LUNESTA to work best, you should not take it with or immediately after a high-fat, heavy meal.
14. Some people, such as older adults (i.e., ages 65 and over) and people with liver disease, should start with the lower dose (1 mg) of LUNESTA. Your doctor may choose to start therapy at 2 mg. In general, adults under age 65 should be treated with 2 or 3 mg.
15. Each tablet is a single dose, do not crush or break the tablet.

Note: This summary provides important information about LUNESTA. If you would like more information, ask your doctor or pharmacist to let you read the Prescribing Information and then discuss it with him or her.

Rx only



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# Get a Checkup In Aisle 3

Miniclinics are popping up in retail stores, offering cheap but limited service—and competition to M.D.s

By UNMESH KHER

**W**HY DO I FEEL SO LOUSY? THAT'S what Margaret Hillesheim, a grandmother of three, wondered when she woke up in her suburban Minneapolis, Minn., home a few weeks ago. She had an ugly cough and a stifling case of sniffles. What Hillesheim, 56, didn't have was an inclination to spend half the morning in a doctor's waiting room. Instead, she went to Cub Foods, her local supermarket. Specifically, she dropped by a tiny clinic nestled beside the store's pharmacy, just across from the cigarette counter. There, behind a frosted-glass partition, a nurse practitioner examined Hillesheim, typing her vital signs and symptoms into a com-

puter before giving her a prescription to treat a sinus infection. The visit took 20 minutes and cost \$59. Hillesheim forked over \$25, the co-pay required by her insurer. "You don't have to plan your day around this doctor appointment," she says. "You just think, 'O.K., I'm going now.'"

Clinics like the one Hillesheim visited—that one run by the Minneapolis-based MinuteClinic—are expanding rapidly, popping up in Piggy Wiggly supermarkets and such drugstores as CVS and Rite Aid. Wal-Mart Stores, which has nine in-store dispensaries, has announced plans to bring the total to more than 50 this year. The clinics are open to employees as well as the public, allowing Wal-Mart to address two high-profile issues. The first is criticism that it doesn't provide medical coverage to enough of its 1.2 million U.S. employees. The second goes beyond Wal-Mart: the prospect that miniclinics not only provide better service for basic medical help but also can lower medical costs and make essential health care more accessible to the 46 million Americans who are uninsured.

Although policy wonks may debate the merits of discount doctoring, investors are



**RAPID RESPONSE:** The scene at a miniclinic tucked inside a CVS pharmacy in Plymouth, Minn.

jumping at the idea. MinuteClinic had 20 outlets up and running in two states last September. It now has 73 in nine states, and by the end of the year will have some 300 in 17 states. Pennsylvania-based Take Care Health Systems, co-founded by customer-service guru Hal Rosenbluth, who in 2003 sold his eponymous travel company to American Express for about \$300 million, has 19 clinics in Oregon and Kansas and plans to match MinuteClinic's numbers by next year. Take Care just got \$77 million, primarily from Chicago private equity firm



## A Clipboard on Miniclinics

**■ WHAT ARE THEY?** Typically found in retail outlets like chain groceries and drugstores, miniclinics offer relatively inexpensive, convenient care for minor ailments.

**■ WHO WORKS THERE?** Nurse practitioners, who in most states can write prescriptions and conduct basic medical exams and procedures.

**■ WHAT DO THEY DO?** Mainly, they treat common complaints like strep throat, bronchitis and minor rashes. Clinics also provide vaccinations, and some handle physicals and ordinary medical tests.

**■ HOW MUCH DOES IT COST?** Depending on which one you visit and what ails you, the cost is \$25 to \$70. That's likely to be less than a full-service doctor would charge. Some treatments and shots, however, cost more. Many clinics accept insurance. Those that do not may give you a receipt formatted to help you get reimbursed.

**■ DO I HAVE TO TELL MY DOCTOR?** No, but it's probably a good idea, and the miniclinic operators say they're happy to send a report of the visit to your usual primary-care physician.

Beecken Petty O'Keefe & Co., to help finance that expansion. RediClinic, a subsidiary of the Houston consumer medical-screening firm InterFit Health, has 11 clinics and got an injection of funds from Revolution LLC, the investment house launched last year by AOL founder Steve Case with \$500 million of his online fortune.

Fueling this growth is the demand for better service. "One thing health care hasn't done as well as other industries," says MinuteClinic chief executive Michael Howe, a former Arby's CEO, "is understand the ex-

perience of the consumer." The U.S. spends more than any other country on health care—about 16% of its GDP, or roughly \$2 trillion. Yet Americans had more trouble getting timely access to primary care than people living in Australia, New Zealand and Britain (only Canadians had a harder time), according to a Commonwealth Fund survey of five countries with comparable living standards. Just a third of Americans said they get to see their doctor on the day they call in sick. "People want immediate gratification," says Rosenbluth, whose travel empire thrived on a glinting reputation for service. "If they're sick, they don't want to hear about waiting two days for help." To speed things up, Take Care has its customers check in on touch-screen computer terminals.

Entrepreneurs are betting that low prices will draw customers to their clinics, especially since ever more health-care costs are being passed on by insurers and employers through higher deductibles and copayments. Though urgent-care centers have been around for years, they are neither so affordable nor so quick as the typical miniclinic. Another thing the clinics have going for them: it doesn't cost much to run one. Take Care's clinics require between \$250,000 and \$350,000 a year to operate, and retailers, eager to boost traffic to their stores and pharmacies, are happy to lease out precious floor space. Typically staffed by nurse practitioners, the miniclinics offer a limited menu of care, including tests, vaccinations and treatment for about two dozen minor ailments, like strep throat. "In the same way that you won't go to an ATM for a small-business loan," says Howe, "you won't go to a MinuteClinic to have a femur reset." And miniclinics pay lower malpractice premiums because their

nurses, often aided by software, treat only garden-variety ailments.

But can miniclinics reduce our swelling health-care costs? Judging from markets where they are well established, yes. Blue Cross and Blue Shield of Minnesota found that for similar conditions, visits to MinuteClinics around the Twin Cities, where a prototype started five years ago, cost half as much as those to doctors' offices. It also found, not surprisingly, that people who pay a larger share of their medical costs are more likely to use the clinics. Minnesota's Blue Cross even waives the co-pay when its employees use MinuteClinics. CIGNA and Aetna, among other insurers, have also begun including miniclinics in their provider networks.

Employers, too, appear to like what they see: workers who save on routine medical care and take less time off from work to get it. Black & Decker's employees get a \$10 discount on the co-pay when they use MinuteClinics near its headquarters, in the Baltimore, Md., area. "There are a lot of advantages to [miniclinics]," says Helen Darling, president of the National Business Group on Health, which represents more than 200 primarily FORTUNE 500 companies. "Employers ought to be looking into them."

Primary-care doctors are less enthusiastic about the idea. Yet the American Academy of Family Physicians (AAFP) has officially concluded that it is pointless to battle the clinics' proliferation, and has chosen instead to define standards of sound practice. Many doctors argue that the clinics cannot provide the ongoing relationship between patient and caregiver that is crucial to managing disease. "There's no history and there's no future implied by the interaction" between nurse and patient at a miniclinic, says Dr. John Saultz, who teaches family medicine at Oregon Health & Science University. "We take responsibility for [our patients] and look after them over time, meeting a set of comprehensive needs."

Webster Golinkin, CEO of InterFit, dismisses the concern. Half of RediClinic's customers, he says, have no primary-care physician. It's often the clinics that refer such patients to doctors. "We're not replacing any part of the health-care system," says Golinkin. "We're complementing it." And possibly improving it. The AAFP has lately urged its members to take steps to cut wait times and generally treat patients a little more like paying customers. A little competition should help drive that message home. —With reporting by Marc Hequet/St. Paul and Jeffrey Ressner/Los Angeles

# Guarding the Henhouse

Bird flu could hit the U.S. in the next few months. But poultry farmers are gearing up to beat it back

By CHRISTINE GORMAN

**J**OE CHISHOLM, 62, HAS TAKEN EVERY precaution that he and the poultry industry can think of to protect his chicken farm in Pocomoke City, Md., from avian flu. After he gets up every morning at 5:30, he reads the paper, drinks a cup of coffee and heads out the door for the first of four inspections of his chicken houses about 30 yards away, keeping an eye open for sickly-looking birds. He also sprays his shoes with disinfectant when he goes to an area where other chicken farmers may be, washes down all trucks before they roll onto the farm and stays informed through e-mail messages from poultry veterinarians. "I take a lot of pride in keeping everything neat and clean," Chisholm says. "I just don't want to take a chance."

Lately, Chisholm has been paying a lot more attention to the news from overseas.

Since the highly pathogenic H5N1 virus was first reported in Turkey last fall, avian flu has spread swiftly, landing in France, Germany, Iraq, India, Nigeria, Niger, Poland and many other countries. So far this year, three dozen human cases have been confirmed in China, Turkey, Iraq and Indonesia.

Even if H5N1 remains a problem mostly among birds, however, the virus could have a devastating economic impact on Chisholm and many other farmers and the businesses that depend on them. Poultry sales have already plummeted across Asia and Europe. Overall, U.S. exports of broiler chickens were down 30% in December 2005 compared with the prior year. The greatest danger, however, may be in Africa, where the income, not to mention the food, that chickens provide can mean the difference between life and death.

Most experts think it's just a matter of time before avian flu finds its way to the

Americas. Dr. David Nabarro, U.N. coordinator for avian and human influenza, told reporters last week he believed that H5N1 would jump to the

New World "within the next six to 12 months." The U.S. government appears to agree. "Be prepared for H5N1 being identified in the U.S.," Agriculture Secretary Mike Johanns said earlier this month. "It would be almost biblical to think we would be protected."

Warnings like that are hard to ignore, and major U.S. poultry growers are paying

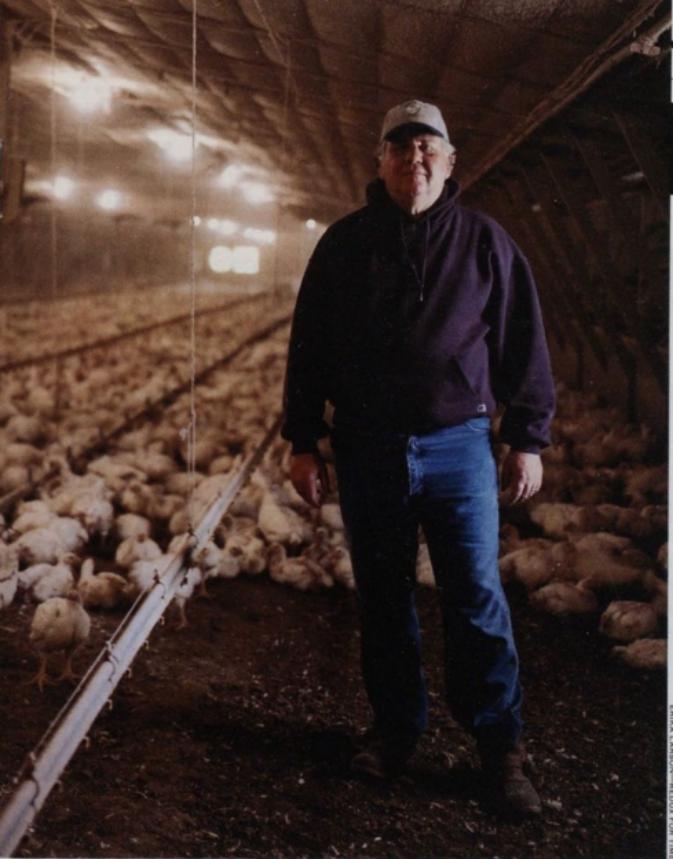


close attention. In January the industry decided to step up its existing biosecurity measures by testing some birds in every flock for the most dangerous types of avian flu before they leave the chicken house to be slaughtered. All the birds in an infected flock would be put down immediately, and the surrounding area quarantined. "Our strategy is to keep sick birds on the farm," says Richard Lobb of the National Chicken Council. "Once the virus escapes into the environment, it's very hard to control."

U.S. poultry farmers have already learned that hard lesson, having faced outbreaks of other avian flus as recently as 2002 and 2004. H5N1 is only one of more than 100 subtypes of the influenza A virus. The majority of the subtypes are found in birds. A few, such as H3N2 and H1N1, have adapted to



## PUTTING DOWN A FLOCK OF 50,000 INFECTED



TAKING PRECAUTIONS To guard his birds, Chisholm disinfects his shoes, swabs down trucks and swaps e-mail with veterinarians

place. But while some European farmers have begun doing just that, the idea seems impractical in the U.S. "If you have to put down a flock, you lose maybe 50,000 birds," notes Lobb. "That is much easier than trying to vaccinate 10 billion birds, which is about what we will produce this year."

Another way to protect flocks is to block the virus from ever alighting here. Whether that can be done depends on how the pathogen arrives. Everybody's favorite suspects these days seem to be migrating birds. If you check a map of migration flyways, it's pretty easy to trace a potential route for an infected bird from Europe to Canada and then on down through the U.S. But would that really happen?

"Even though the big flyway maps look like they overlap, the birds themselves don't," says Dr. William Karesh, director of the field veterinary program of the Wildlife Conservation Society. Gene studies of avian-flu strains from the past 30 years seem to confirm that, with no evident commingling among the viruses. "The birds of the New World and the birds of the Old World don't share their viruses," Karesh says. "That doesn't mean it's impossible. That would be irresponsible. But it doesn't happen normally."

In any event, most commercial chicken houses (where the birds spend their entire lives indoors) have no contact with migratory birds. Even free-range chickens are generally not clucking all over hither and yon and so can easily be brought indoors if need be. That still leaves the exotic-pet market (legal and illegal) and the illegal importation of poultry products. Connecticut recently confiscated a load of imported chicken feed labeled JELLYFISH.

Whatever measures the government imposes, commercial poultry farmers are about as prepared as they can be. "You can't stop bringing feed to the farm," says Doug Green, 53, who has four chicken houses in Princess Ann, Md. "You can't stop bringing fuel. There's a certain amount of interaction that has to go on." Controlling that amount is where the difference between sick flocks and healthy ones will lie.

—Reported by Melissa August/Washington and David Bjerkle/New York

infect humans. The 2002 avian outbreak, which struck in Virginia, was the H7N2 subtype, and it illustrated the importance of early detection. "The outbreak was not contained in time and spread to 200 farms up and down the Shenandoah Valley," says Lobb.

By contrast, the 2004 outbreak—also a low-pathogenic strain of H7N2, which struck on the Delmarva Peninsula—was discovered right away, and both the states and the industry jumped into gear, euthanizing flocks, setting up quarantines and compensating farmers for their downed birds. "You had guys from Mountaire Farms and Perdue Farms working side by side," says Chisholm. "That's unusual because this is a competitive business." The quick response limited damage to just three farms.

Of course, before you can contain a sick farm, you have to know where it is. That's where the latest in geolocating devices comes in. Poultry veterinarians have been mapping U.S. commercial farms with handheld GPS tools (similar to the electronic navigational readers many people have in their cars) and entering the locations into large computerized databases for use in an emergency. They have even used the popular free software program Google Earth to fine-tune the positions of some chicken houses. That way, if the industry's testing program ever turns up evidence of H5N1 infection, officials will know exactly which flocks to sacrifice and where to draw the quarantine lines.

Vaccinating against avian flu could potentially avoid those problems since inoculated chickens don't get sick in the first

## CHICKENS IS EASIER THAN VACCINATING 10 BILLION HEALTHY ONES

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imagination at work

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When disease strikes, they figure out whodunit

## PLANNING FOR THE PANDEMIC

**THE MIND READER**  
Sandro Galea is not your typical epidemiologist. Instead of studying microbes, he studies minds—human minds and how they might respond to an outbreak of SARS or Ebola or avian flu. "Once a virus hits the ground, there isn't time to contemplate how the public might react," says Galea. "We need to better understand why people react the way they do and how we can positively influence their behavior." The public psychology of emerging diseases is a new field of research, and Galea, 34, is one of its pioneers. A professor of epidemiology at the University of Michigan's School of Public Health, he was studying the psychosocial effects of 9/11 on New Yorkers when he was tapped to look at how Canadians were responding to the 2003 SARS outbreak and quarantines in Toronto.

The first thing he learned was that people tend to react irrationally—rushing to the hospital before they have symptoms, for example, or staying home even when they are desperately ill. "The problem is that the more irrational the public's reactions to an outbreak, the harder it becomes to control and contain the disease," says Galea. Also, the harder the economy is hit: the Congressional Budget Office recently put the potential costs of a flu pandemic in the U.S. at \$675 billion—half of it caused by fear and confusion.

—By Stefanie Friedhoff/Ann Arbor

# The Disease Detectives

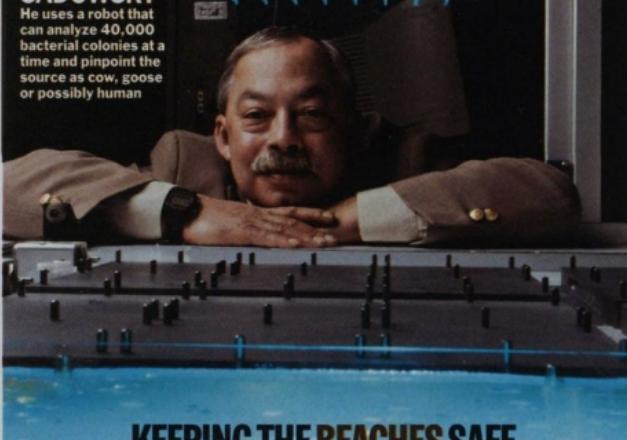


### SANDRO GALEA

When a new virus hits, Galea springs into action. He studies the psychosocial responses to disease outbreaks so that public officials can head off future panic attacks

## MICHAEL SADOWSKY

He uses a robot that can analyze 40,000 bacterial colonies at a time and pinpoint the source as cow, goose or possibly human



STEVE WENGER FOR TIME

## KEEPING THE BEACHES SAFE

THE  
*E. COLI*  
WATCHDOG

WHEN PUBLIC-HEALTH AUTHORITIES CLOSE A BEACH, MICHAEL SADOWSKY heads for the shore. It isn't that the microbiologist likes to dip his toes in dirty water. But for Sadowsky, 51, a few drops of contaminated H<sub>2</sub>O are worth their weight in gold.

Sadowsky, a professor at the University of Minnesota's department of soil, water and climate, is one of the world's foremost experts on tracking the sources of *E. coli*, the bacterium most commonly responsible for beach closures. *E. coli* is found in abundance in human fecal matter and represents a significant health threat, which is why the U.S. Environmental Protection Agency requires that *E. coli* levels in public waters be closely monitored. *E. coli* also grows in the guts of geese, cows and other animals, but the disease risk from nonhuman fecal bacteria is considerably lower.

Sadowsky and his fellow researchers have found a way to tease out stretches of marker DNA that indicate whether the bacteria came from human or nonhuman sources. With cities and states across the country spending billions on new water-quality systems, the impact of Sadowsky's work could be huge.

It has already started to pay off. Sadowsky is using a robotic system that can sample about 40,000 bacterial colonies at once. Using markers for geese that he pinpointed, he successfully identified geese as the source of contamination at a Lake Superior beach last year—allowing a beach to remain open that otherwise would have been closed. Identifying DNA markers for human fecal bacteria is next on his list. —By Sarah Sturmon Dale/  
Minneapolis

## ► SUNEETA KRISHNAN

Operating out of urban health centers like this one, she went door to door in Bangalore, interviewing young women about their marriages, economic situation and sex lives



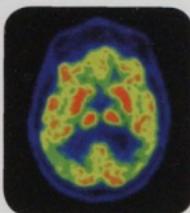
JASON TAYLOR FOR TIME

# Tracking

KAREN MCKEEON FOR TIME



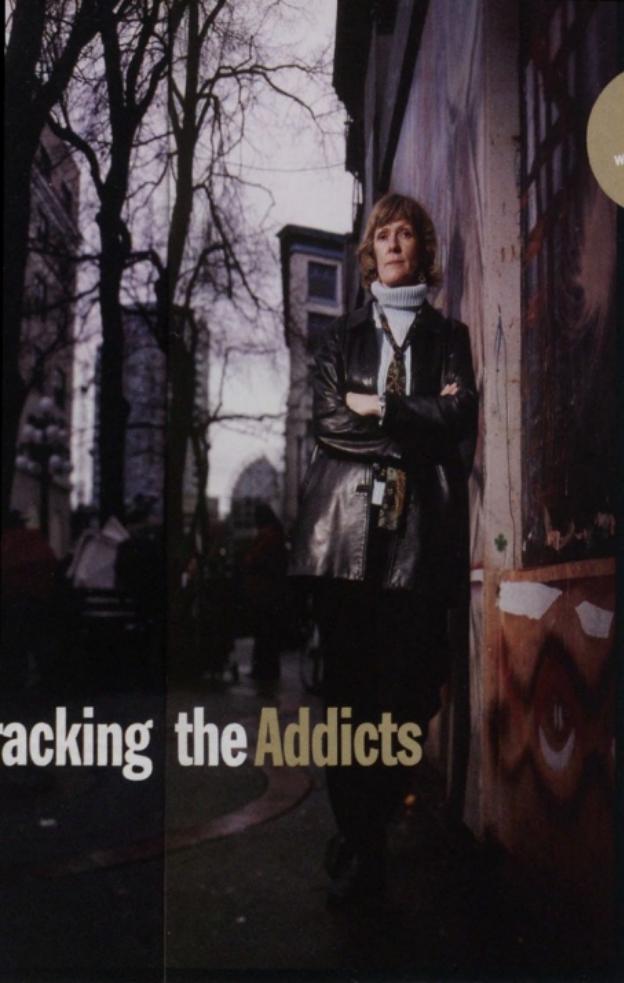
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imagination at work



THE  
DRUG  
WARRIOR

Each morning Dr. Jane Buxton, 49, bicycles through the manicured West Side of Vancouver, Canada, to wage an unconventional war on drugs. Just two miles north and a world apart from Buxton's office is a 10-square-block area known as Downtown Eastside, where a shifting population of some 5,000 addicts huddle together, drawn to Vancouver for its relatively mild climate, generous social services and easy access to street drugs. The area also boasts the highest concentration of HIV and hepatitis-C cases in North America; more than 80% of its drug users test positive for hepatitis C and 25% for HIV.

What makes Vancouver's approach so unusual in North America is that as well as cracking down on drug use, the city treats it as a disease—providing free prescription-grade heroin in a research trial and running a medically supervised injection site—while carefully gathering data on the effects of city policies. At the heart of this experiment is Buxton, a physician-epidemiologist affiliated with the University of British Columbia medical school, who monitors the situation firsthand and meets several times a year with a committee of police, health workers, charities and support groups to collate their reports. "We're looking at the numbers of people affected, hospital utilization, deaths related to drug use and where interventions are needed," she says.

The program is not without its critics, especially within U.S. drug agencies. But Buxton is convinced that the only way to answer the critics is with hard evidence. Her mission, she says, is to help policymakers and the public understand that drug use "is a health and social issue and that persons affected should be treated ethically, with respect and dignity." Her no-nonsense annual report has become a valued source of well-documented evidence and has served as an early-warning system for emerging issues, such as the burgeoning use of crystal meth. "We interpret the data epidemiologically," says Buxton, "and we alert the key players." —By Deborah Jones/Vancouver

## JANE BUXTON

**She studies HIV and hepatitis-C transmission among intravenous drug users where it occurs, in dark corners of Vancouver, B.C., like Pigeon Park in the city's Downtown Eastside**

THE  
MARRIAGE  
WORKER

## SEX, MONEY AND POWER IN INDIA

For women in developing countries, economic opportunity and sexual independence are supposed to go hand in hand. So why has India—the world's second fastest growing economy, after China—been unable to control the spread of its HIV/AIDS cases, which have ballooned to 5 million, more than in any other nation? The answer, says Suneta Krishnan, 35, an epidemiologist at the Universi-

ty of California, San Francisco, is that in India, "economic freedom stops at the bedroom door."

As part of a four-year study funded by the U.S. National Institutes of Health, and an additional five years of funding through the Presidential Early Career Award for Scientists and Engineers, Krishnan and her co-workers have been going door to door in Bangalore, interviewing 750 low-wage married women ages 16 to 25. What they've discovered is that in that group, employment and the extra income it provides, rather than empowering women, puts them at greater risk of physical violence and contracting HIV.

Social roles are strongly defined in Indian society, says Krishnan, and people tend not to

talk about sex. The social pressure remains intense for men to prove their masculinity and women their fertility. Indian women may be making more decisions about household buying or their children's education, but they remain sexually submissive, still marry early (average age: 17) and tend to defer to men about whether a condom will be used.

Women who marry later, says Krishnan, have more control over their sexual health and are far less likely to contract HIV. She believes that better access to higher education and higher-strata jobs will not only raise women's status but protect their health. —By Saritha Rai/Bangalore



PHOTOGRAPH BY JEFFREY D. STONE FOR TIME

## Microbe-Busting Bandages

THE  
BACTERIA  
KILLER

WHAT DO JOCK ITCH, POISON GAS AND FLESH-eating bacteria have in common? Gregory Schultz, 56, thinks he has the answer. The cancer researcher turned inventor has patented a technique for chemically bonding bacteria-fighting polymers to such fabrics as gauze bandages, cotton T shirts and men's underpants. It's a technology with an unusually wide variety of uses, from underwear that doesn't stink to hospital dressings that thwart infections.

Schultz's bandages, coated with positively charged antimicrobial molecules, dramatically reduce the risk of infection, he says, and as a bonus can prevent outbreaks of the drug-resistant staph infections that have been racing through U.S. hospitals. "It basically punches holes in the bacteria," he says, "and they pop like balloons."

Schultz and his partners at the University of Florida slipped into the wound-healing business in a roundabout way. Schultz was studying uncontrolled cancer growth and teaching biochemistry at the University of Louisville in 1985 when a student who had worked in a burn unit suggested that the way cells respond to cancer could point to a new method to help burn vic-

tims heal without their wounds becoming infected. The notion intrigued Schultz and led to the invention of his antibacterial bandages 20 years later.

One of the hottest potential applications for Schultz's invention is fighting burns from sulfur mustard, which was Saddam Hussein's poison gas of choice. (He deployed it against Iraq's Kurds and stockpiled it for use on coalition troops.) The U.S. Army has asked Schultz and his company, Quick-Med Technologies of Gainesville, Fla., to develop a dressing that could be used to treat sulfur-mustard blisters. Meanwhile, the Department of Defense has ordered up \$1 million worth of research into a mustard-gas ointment. "It's all the same technology," says Schultz. "It's just adapted for different uses."

—By Siobhan Morrissey/Miami



### ► GREGORY SCHULTZ

A U.S. Army reservist models the inventor's bacteria-resistant underwear and bandage at Quick-Med's Gainesville, Fla., laboratories



Vivid portable ultrasound technology lets doctors see the beating heart in real time. Now the heart doesn't hold as many secrets as it used to.



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**FOREIGN EXCHANGE** Hamad Almusai takes a break from studying to pray in a dorm room at Marshall University

The welcome has been warm—"Everyone is so friendly," al-Dehaim says—but Marshall's Saudis marvel at their American schoolmates' near total lack of knowledge about their country. "My neighbor, he asked, 'Are you riding camels at home?' Someone said, 'Did you bring your own oil with you?'" says Ahoud Alqahtani, 20, one of the few Saudi women at Marshall. "We don't know a lot about their country," admits Justin Carpenter, 21, a student senator. "But I bet we're not as different as we thought we were."

The Saudi students acknowledge some lingering wariness. They worry when news like the debate over the Dubai Ports deal or the attack earlier this month by a Muslim student from Iran who, claiming it was "the will of Allah," drove into a crowd at the University of North Carolina at Chapel Hill could turn campus opinion against them. "When they see the TV news, maybe they won't like Muslims, Saudis," says Hamad Almusai, 22. "But they don't know us." Still, any discomfort seems to dissipate as the students engage in that quintessential college activity: just hanging out.

Almusai's roommate, Neil Ball, 21, a junior from Logan County, W.Va., who has an Appalachian drawl, says their biggest problem has not been current events or differing tastes in wall décor—Ball put up a seductive poster of Jessica Simpson, Almusai a portrait of King Abdullah—but "probably my accent," Kenny Ison, 20, a culinary-arts major from Point Pleasant, W.Va., happily recalls how his roommate, Hatim al-Garzaie, 21, invited him to sit on a rug spread on the floor and dine with a bunch of Saudi students by digging into communal pans of rice and meat. Other nights there have been jam sessions; al-Garzaie turns off his Play-



ELIZABETH STILLE

# Coming Back to School

They fled after 9/11. But now thousands of Saudi students are attending U.S. colleges again

By JEFF CHU HUNTINGTON

**W**HEN TALAL AL-DEHAIM'S FRIENDS learned last summer that he was leaving Saudi Arabia to go to college in the U.S., they told him it might not be a good idea. Attending an American school had been almost a rite of passage for ambitious Saudis, but after the 9/11 attacks and the discovery that 15 of the 19 hijackers were from the desert kingdom, many Saudi students, as well as those from other Arab and Muslim countries, rushed home fearful of repercussions. Few filled their places. As he made the long journey from Riyadh to Marshall University in Huntington, W.Va., al-Dehaim, 18, admitted he was still "nervous that American people would get nervous about Saudi people."

The U.S. and Saudi governments worried about that too, and last year they agreed that one of the best ways to dispel the apprehensions on both sides would be to foster more person-to-person contact. So over the next four years, Saudi Arabia will pay for al-Dehaim and as many as 20,000 other young Saudis to come to the U.S. to study. The U.S. has pledged to speed visa processing for the students—while still running full background checks and in-person interviews at the consulate in Jidda.

For the Saudi rulers, the scholarships are a way to revive the tradition of educating their brightest in the U.S., where more than

three-quarters of current Cabinet ministers studied. For the Bush Administration, they are a way to fight for Muslim hearts and minds on home soil. "The single most successful thing we can do is bring people here and let them see America for themselves," says Karen Hughes, the Under Secretary of State for Public Diplomacy. "That helps them understand us in a way that they didn't before."

The program has already brought more than 6,600 Saudis to campuses in nearly every state—including one in Nevada, previously off-limits to scholarship recipients because, says a Saudi embassy spokesman, "the chances of focusing on studying there seemed small"—boosting the number of Saudi students in the U.S. above pre-9/11 levels. Marshall, West Virginia's second largest university, now has more than 30 Saudis—nearly four times as many as last year—making them the fourth largest foreign contingent in a student body of 16,000.

For first-person accounts from Saudi students at Marshall, go to [time.com/students](http://time.com/students)



**LIFE LESSONS** In Saudi Arabia, Rumain al-Rumain, right, would never have a female teacher like Mollie McOwen

Station, plugs his oud into the amp and leads his fellow Saudis in songs from home. "Already," says Ison, "I've learned so much that I never thought I would, even at college."

As for al-Dehaim, some friends back home now ask whether they should study in the U.S. too. "It's a lot of work," he tells them. "But it's cool." —With reporting by Elaine Shannon/Washington

What's Next



# THE NEXT BIG THING

Big, bold ideas used to come from small groups of experts. Now they come from you—a annual look at what's new and innovative—from politics to movies, medicine to fashion, .

BY LEV GROSSMAN

T GOES AGAINST EVERYBODY'S INNER CYNIC TO READ (OR FOR THAT MATTER TO write) a sentence like the following: We are on the verge of the greatest age of creativity and innovation the world has ever known. It smacks of treachery dot-comism. It smacks of *I Love the '90s*. My inner cynic is a tiny bit queasy right now. But lately it's a conclusion I've had a hard time avoiding. Consider the following idea. Things, broadly speaking, used to be invented by a small, shadowy élite. This mysterious group might be called the People Who Happened to Be in the Room at the Time. These people might have been engineers, or sitcom writers, or chefs. They were probably very nice and might have even been very, very smart. But however smart they were, they're almost certainly no match for a less élite but much, much larger group: All the People Outside the Room.

Historically, that latter group hasn't had much to do with innovation. These people buy and consume whatever gets invented inside the room, but that's it. The arrow points just the one way. Until now it's been kind of awkward getting them involved in the innovation process at all, because they're not getting paid; plus it's a pain to set up the conference call.

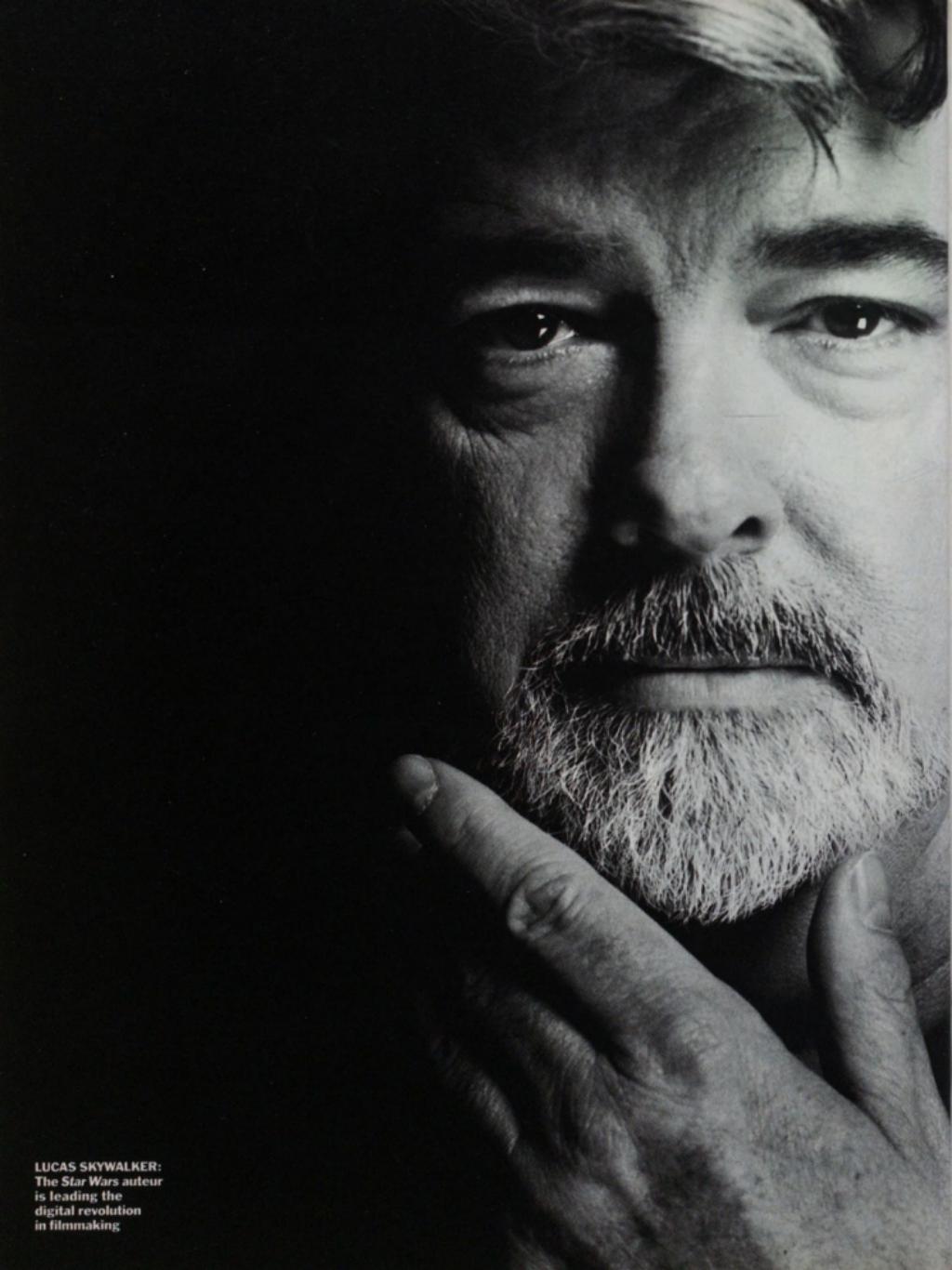
But that's changing. The authorship of innovation is shifting from the Few to the Many. Take as an example something called the open-source movement. The basic idea is that while most software is produced by the aforementioned People in the Room, open-source software is offered to the entire world as a collaborative project. Somebody posts a piece of software on the Internet and then throws the joint wide open. It's like *American Idol* for software. In the open-source model, innovation comes from hundreds of thousands of people, not just a handful of engineers and a six-pack of Code Red. One open-source program, the truly excellent Web browser Firefox, has been downloaded 150 million times. SourceForge.net, a website that coordinates open-source work, is currently host to almost 15,000 projects. Internet behemoth AOL, which shares a corporate parent with this magazine, open-sourced its instant-messaging service just last week.

The idea that lots of people, potentially everybody, can be involved in the process of innovation is both obvious and utterly transformative, and once you look for examples you start seeing them everywhere. When Apple launched iTunes and the iPod it had no idea that podcasting would be a big deal. It took the rest of us to tell Apple what its product was for. Companies as diverse as Lego, Ikea and BMW are getting in on this action. And it exists in the cultural realm too. Look at websites like YouTube, or Google Video. Anybody anywhere can upload his or her little three-minute movies, and the best ones bubble to the top. Who knows what unheralded, unaged Soderbergh will come crawling out of that primordial tide pool? Granted, some of the movies are of people falling off jungle gyms. But some of them are brilliant. Some of them are both.

Two things make this kind of innovation possible, one obvious and one not. The obvious one is—say it with me—the Internet. The other one, the surprising one, is a curious phenomenon you could call intellectual altruism. It turns out that given the opportunity, people will donate their time and brainpower to make the world better. There's an online encyclopedia called Wikipedia written entirely by anonymous experts donating their expertise. It has the unevenness you'd expect from anything that's user-created and user-edited, but it's still the most useful reference resource anywhere on- or off-line; earlier this month Wikipedia posted its 1 millionth article.

You would think corporations would be falling all over themselves to make money off of this new resource: a cheap R&D lab the approximate size of the earth's online population. In fact, they have been slow to embrace it. Admittedly, it's counterintuitive: until now the value of a piece of intellectual property has been defined by how few people possess it. In the future the value will be defined by how many people possess it. You could even imagine a future in which companies scrapped their R&D departments entirely and simply proposed questions for the global collective intelligence to mull. All that creative types like myself would have to do is sit back and harvest free, brilliant ideas from the brains of billions. Now that's an idea my inner cynic can get behind. ■

IS US  
as well. Here's our  
sports to tech



LUCAS SKYWALKER:  
The *Star Wars* auteur  
is leading the  
digital revolution  
in filmmaking

# CAN THIS MAN SAVE THE MOVIES?

(Again?)



In the digital era, is film dead? As audiences gravitate to DVDs, Hollywood wonders if the movie theater can survive. The rebels are surging. Can the Empire strike back?

BY RICHARD CORLISS

Here's a magic glimpse into the future of movies. A big blockbuster opens. Some people see it in sparkling digital clarity on wraparound screens in ultra-swank theaters; others watch the same movie the same day on an 8-ft.-wide screen in their home media center; still others get it transmitted instantly through their computer, iPod or cell phone. It's a looking-glass scenario that could happen in a future near you—if the people who finance and exhibit Hollywood movies want it to.

On Oscar night last week, though, the looking glass was not a crystal ball but a rearview mirror. Hollywood's gentry celebrated the past—the misty history of cinema, evoked with montages of ancient genres and deceased artistes. From the films honored, you would hardly have noticed that under the academy members' smartly shod feet, a seismic shift was taking place.

We are at the bright dawn of the movies' digital age, but the Hollywood establishment still has its shades drawn. In the Oscar show at the Kodak Theatre (named after a company that is crucially invested in the film-stock status quo), the most popular live-action digital movie in history, George Lucas' *Star Wars: Episode III—Revenge of the Sith*, won no awards, not even one for technical achievement. The year's boldest, most innovative digital experiment, Robert Rodriguez and Frank Miller's *Sin City*, got no nominations at all.

The Oscar revelers seemed unaware that movies have two big problems: the way they're made and the way they're shown.

It has often been noted that if Henry Ford were to come back today, he would wonder why no one had come up with a better idea than the internal combustion engine. A similar thought may occur to any visitor to a movie shoot. Dozens, maybe hundreds of technicians adjust the lights, apply the makeup and dress the set, much the way it was done almost 100 years ago. And as in D.W. Griffith's day, the film still runs through a camera, then is processed, reproduced many times and sent to theaters.

The addiction to doing things that way baffles Lucas. "Do you still use a typewriter?" he asks a TIME movie critic. "Do you go to a library and consult books for most of your research? Is your story set in type, letter by letter? No. Your business takes advantage of technological advances. Why shouldn't my business?"

Well, for one thing, say the movie ata-

vists, film has a more human texture, an emotional weight. "Digital is just too smooth," says M. Night Shyamalan, writer-director of *The Sixth Sense* and a defender of the film tradition. "You almost have to degrade the image to make it more real. If you take a digital photo and I take one on film, there's just no way you're going to compete with the humanity that I can create from my little Hasselblad. Yours will be smoother, crisper, perfect in every way, and mine will be grainy, but you would definitely grab my picture over the digital one."

Directors who have worked in digital don't agree. They say it's capable of a chromatic subtlety that film can't match. Michael Mann, whose 2004 *Collateral* was, he says, "the first photo-real use of digital," is using the same process to shoot the big-screen version of his old *Miami Vice* TV series. "In the nightscapes in *Collateral*, you're seeing buildings a mile away. You're seeing clouds in the sky four or five miles away. On film that would all just be black."

What Mann pioneered is now a trend. "When we shot *Collateral*, we were one of the first," he says. "This year there were about 25 films shooting digitally." That number is bound to mushroom as young directors, whose computers were their boyhood buddies and who have no nostalgic attachment to film, come to the fore.

One is Rodriguez, 37, the Lone Star maverick who writes, directs, shoots, cuts and scores his own movies as well as supervises the special effects, doing it all at his home ranch on the Pedernales River and at a small Austin, Texas, studio. Using high-definition cameras, he shot his *Sin City* actors against a green screen, filling in the backgrounds digitally, and rarely went beyond a second or third take. That's one secret to making a gorgeous all-star movie for \$40 million—less than half the average Hollywood budget.

It was Lucas who turned Rodriguez on to digital after a visit to the elder's Skywalker Ranch more than five years ago. All Lucas had done was perfect the modern block-

buster and create the first major special-effects company (ILM) and the first digital-animation outfit (which became Pixar). He changed the way movies were made and marketed. Now the richest, most influential maker of movies had found in Rodriguez an apt pupil, another "regional" filmmaker who could buck the system.

In one aspect of moviemaking—crew size—Rodriguez has outstripped Lucas. The two most recent *Star Wars* movies, made digitally, employed as many on-set crew members as did the last filmed episode, *The Phantom Menace*. (Lucas offers that as an argument that Hollywood technicians need not worry that a switch to digital would put them out of work.) But do-it-himself Rodriguez has a crew that is tiny and tight. "It's nice because you don't have this huge army," he said in 2003. "It's a commando group of people really into the project." Rodriguez loves his outlaw status, boasting, "I'm years ahead. The professionals are not paying attention."

But the independent directors are. Many of them have used digital equipment for years. Steven Soderbergh shot his indie movie *Bubble* with the same camera, a Sony F950, that Lucas used on *Sith* and Rodriguez on *Sin City*. And indie imp-guru Kevin Smith (*Clerks*, *Chasing Amy*) notes, "There is a Panasonic camera, the 100, that gives a picture that's about as good-looking as 16-mm or 35-mm film. The kids today who are making their do-it-yourself features are doing it with high-definition video. If I was shooting *Clerks* today, I'd probably use that camera."

Smith wanted to use a digital camera for *Clerks II*, the sequel to his 1994 debut hit, but his director of photography didn't feel comfortable with the process. "A lot of



directors and directors of photography are resistant to put down what they're familiar with," Smith says. Besides the shock of the new, there's the love of the old. "Most people in film have a great affection for film stock, for the medium. And they feel that moving in a digital direction is kind of leaving their history behind. It's more sentimental than anything else."

If moviemakers won't shoot digitally, they'll edit digitally, citing ease and efficiency. But Steven Spielberg and his longtime editor Michael Kahn don't. "Michael and I are the last persons cutting movies on KEMs," he says, referring to the German flatbed machine that is no longer manufactured. "I still love cutting on film. I just love going into an editing room and smelling the photochemistry and seeing my editor with mini-strands of film around his neck. The greatest films ever made were cut on film, and I'm tenaciously hanging on to the process."

Once a film is shot and cut, it has to be copied, sent to theaters and put on the screen—steps that are expensive and risky. Print quality, for example, can vary drastically from frame to frame and print to print. The quality of projection may also vary. "There are still theaters that run the projector lamp at less than proper brightness," says Mann. (A digital projector is much more accurate.) Finally, film degenerates, the way a vinyl record does under a stylus or a videotape does with frequent use. "With film you have degradation problems," Smith says, "where the stock starts breaking down. Frames get lost when they cut reels together." The digital look will stay fresh for the life of the theatrical run.

If there's an argument for digital that Hollywood can get behind, it's this: it's far cheaper than film—cheaper to shoot, cut and duplicate. But the big savings come in getting the product to the public. Says Lucas: "Making a big movie, a *Harry Potter* or a *Spider-Man*, you're spending \$20 [million] to \$30 million for the prints just to strike them and ship them to the theaters. Smaller movies have to spend a huge part of their budgets on prints." Digital would cut print and shipping costs about 80%. Even Spielberg, who wears many hats, sees the efficacy of digital. "I may be the last person as a director to accept it," he says, "but I won't be the last person to accept it as someone who runs a film company."

So who doesn't love the new movie deal? Well, some studio chiefs, who are worried that a movie on disc is much easier to dupe, and piracy is a huge drain on their income. But mainly theater owners,

TERRY BATCHELOR/MAGNOLIA PICTURES



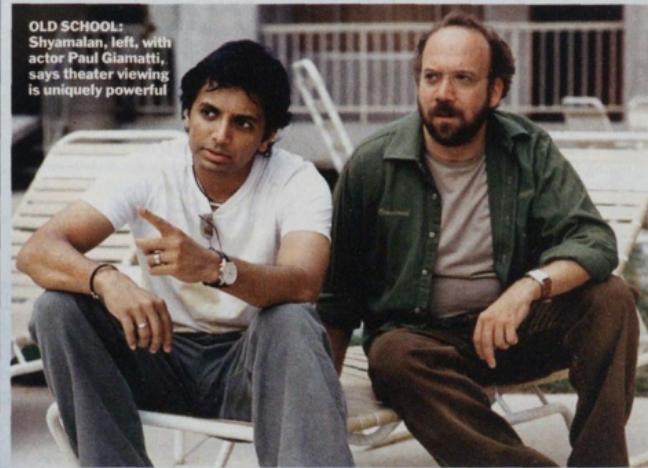
A MAN AND HIS CAM:  
Soderbergh, who  
shoots his own  
films, is always  
eager to try new  
technology

▲ STEVEN SODERBERGH

“I really don't care  
what form  
somebody sees  
one of my films in,  
as long as they get  
to see it.”

▼ M. NIGHT SHYAMALAN

“[Soderbergh's  
film] *Bubble* had so  
many advantages,  
and still it didn't  
perform. They tried  
it, and they failed.”



OLD SCHOOL:  
Shyamalan, left, with  
actor Paul Giamatti,  
says theater viewing  
is uniquely powerful



DO IT THIS WAY:  
Rodriguez, left, with  
collaborator Miller,  
has been making digital  
films for five years

NICKOLAS TROYER/ARTISTS FOR PEACE

#### ROBERT RODRIGUEZ

“If technology allows you to tell a better story, well, then, what’s there to be afraid of?”

When they hear the word digital, they reach for their digitals. Already feeling the hit from the 13% slump in moviegoing over the past three years, they aren't eager to spend the more than \$3 billion or so that it would cost to convert approximately 36,000 film projectors to digital.

“Digital cinema is probably a lot further away than most people would think,” says Kurt Hall, president and CEO of National CineMedia, the marketing arm of AMC, Cinemark and Regal Entertainment Group. “There's still a lot of work to be done on the technology, both in making it secure [from piracy] for the content owners and in making sure that the systems work and can be operated efficiently by the theater circuits.”

In the late '20s, when talking pictures replaced the silents, theaters converted to sound within two years. But the coming of sound was immediately and immensely popular. Today, although films shown on the giant IMAX screens make money and although computer-made animated features have been spanking the butts of traditional cartoons, there's no conclusive evidence that the billions it would cost to go digital would be repaid by a box-office surge. “Our research shows that the audience generally isn't going to pay more and isn't going to go more,” Hall says. “So there's no financial model that creates an incentive for the exhibitor to make this investment.”

Lucas has tried for years to be the irresistible force to the exhibitors’

immovable object. In 2002, when he released *Star Wars: Episode II—Attack of the Clones*, he opened it on 63 digital screens in North America, along with the thousands of screens showing the film version, and declared that in three years, when *Revenge of the Sith* came out, it would play only digitally. He says he even offered the exhibitors a financial incentive: “It costs about \$1,200 for a film print

and about \$200 for a digital print. So what you do is charge the distributor the same \$1,200 they would ordinarily be charged, and \$1,000 of it goes into a pot that eventually pays for all the projectors and everything. In about five years you would reconvert the entire industry.” And who bought in? “No one's bought in yet. But they will. It's just a matter of time.” *Digital Sith* played on 111 screens in the U.S. and Canada—still a tiny slice of the total number of venues.

Lucas and other directors don't subscribe to the cheap-date theory of movie attendance—that kids go to get out of the house, to be with their peers and away from their parents. Directors also ignore the complaints about moviegoing—the glop on the floor, the indifferent projection, the half an hour of ads and in the row behind you a nattering couple rehearsing their Jerry Springer act. No, to directors, moviegoing is an almost religious act: a Mass experience. You walk into a cathedral, feel your spirit soar with hundreds of other communicants and watch the transubstantiation of images into feelings. The audience becomes a community, the movie the Communion.

“A 65-ft.-wide screen and 500 people reacting to the movie—there is nothing like that experience,” says Mann. Shyamalan sees it as a mystic conversation. “With enough strangers in the room,” he says, “you become part of this collective human soul—which is a much more powerful way to watch a movie” than seeing it alone at home.

But will they still go—if day-and-date distribution comes to pass, that is—when they can buy a DVD the same day and see it with a bunch of friends on a 45-in. screen? Much was made of Soderbergh's experiment with *Bubble*—a minimalist, low-budget, no-star movie that opened nearly simultaneously in theaters, video stores and homes. And people didn't go for it in any format. Shyamalan sees a lesson there: “*Bubble* had \$10 million worth of free publicity. *Bubble* had the advantage over any independent movie of its same ilk. It had so many advantages, and still it didn't perform. If *Bubble* did well, wouldn't that have been evidence that day-and-date works? Well, they tried it, and they failed.”

Lucas, who thinks day-and-date is an inevitable step to fight piracy, also believes it won't hurt the box office. Moviegoing, he says, “is like watching a football game. Who in the world would go out in 20-below weather and sit there and watch a football game where you can barely see the players? Football games are on TV, and it doesn't affect stadium attendance at all. It's the same with movies. People who really love movies and like to go out on a Saturday night will go to the movie theater.”

Some blame the shrinking theater audience on the narrowing gap between a movie's premiere in theaters and its debut in video stores—from six months a few years ago to about four months or less today. “With the window getting smaller and smaller,” says Smith, “people don't want to leave the house. The audience is being





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## What's Next Movies

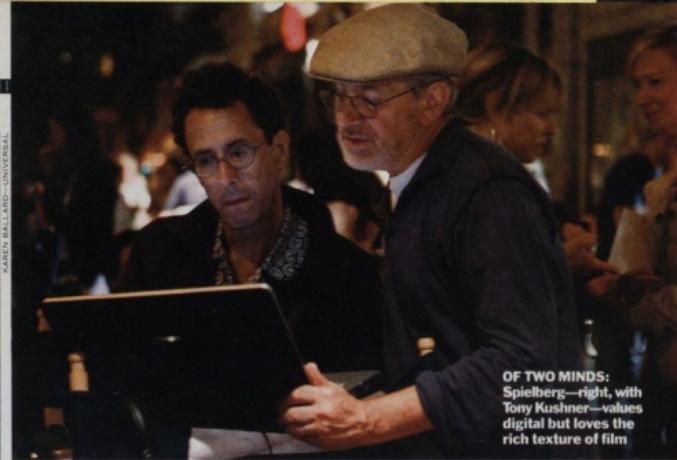
trained that they don't have to run out to the theater to see something." For many viewers, especially adults, the kids who see the big blockbusters and the critics who review the little indie films have essentially become focus groups that help them decide whether they should see a movie—when it comes out on DVD.

The genius of late 20th century entrepreneurship was to get people to pay a lot for things they were used to getting cheap (coffee) or free (water). A quarter-century ago, Hollywood made most of its money from showing films in theaters. Now the biggest bucks come from DVDs and pay TV. Producers also got something for nothing by packaging recent and old TV shows for the DVD market. All those revenue streams give folks more reasons to stay home, encased in their all-media cocoons, in some cases chained to the desktop deity that can never get enough attention. Just as the computer helps them do many things that used to take them out—work, shopping, buying books, renting movies—so will it soon allow them to download movies to watch on it. As Smith notes, "It's tough to cram three or four people in front of a computer to watch something. But no doubt Steve Jobs is working on this."

If the Internettin or iPodding of movies does take over, that would be a strange revolution indeed. It's one thing to miniaturize phones and radios for easier use. It's another to reduce the 65-ft. movie-palace dream images of old—the ones revived for last week's Oscar show—onto a screen the size of Dick Tracy's wristwatch.

Directors say they frame a shot with the big—not the small—screen in mind. "I only paint on the one size sheet of paper," Spielberg says. "I make my movies for a movie theater, and I like to imagine how big that screen is. But I also realize on a laptop on an airplane or, even worse, on an iPod, they are never going to see that character, and an element of the story will be lost." Whatever is lost on the smaller screen, DVD has become, in Smith's words, "historically the final record of your movie. That's the one people watch over and over." Rodriguez has said that the "real versions" of his movies are the extended, unrated ones on DVD.

So what can lure us to a movie theater? One thought: better movies! But by *better*, most directors



KAREN BAKER/UNIVERSAL

STEVEN SPIELBERG

“The greatest films ever made were cut on film, and I’m tenaciously hanging on to the process.”

mean “more sophisticated technically.” Because with *Star Wars* in 1977, Lucas spurred another revolution: the triumph of the special-effect, kid-friendly fantasy blockbuster. With space-age technique and retro, ‘40s-serial content, the film made so much money, it seduced the studios and fired the imaginations of directors. “The great thing about computerized effects,” says Spielberg, “is that now we can do anything our imaginations tell us.” Absolutely—if your imagination runs to dinosaurs and space aliens. And no

question, those critters sell tickets. All five of last year’s top worldwide grossers were fantasies, and all but one (*The Chronicles of Narnia*) a sequel or a remake.

In the brave new digital world, form is defining content. Because the toys are so cool, directors make movies to exploit their technical possibilities. That’s why James Cameron, after doing *Titanic*, the all-time top grosser, stopped making feature films to shoot underwater documentaries with his favorite new toy, the 3-D camera. Going back to his old camera, he told ComingSoon.net, “just seemed like going back from a car to a bicycle.” *Battle Angel*, his first feature since 1997, will be shown in 3-D. (And yes, with the funny glasses.) Lucas is planning to release all six *Star Wars* episodes in 3-D as well.

That’s one future of movies—IMAX-size extravaganzas you can see only in a movie house. It’s a throwback to the Cinerama and CinemaScope the studios used against the first home-viewing medium, TV.

But Shyamalan has an even more radical—or counterrevolutionary—idea. “Let’s say you can see any movie you want anytime. You can see it on a phone in the toilet when it opens,” he says. “Well, somebody like me is going to go to somebody like Warner Bros. and say, ‘I want to make a movie but only for the movie theaters. How much money will you give me to make a movie like that?’ And they’ll do the math and say, ‘We’ll give you \$20 million.’ And someone like me is going to say, ‘O.K., I’m in.’ Well, one of these someones is going to be successful at it. And people will go see it and fall in love with it and tell everybody, ‘Hey, did you see that movie? It’s only playing in the movie theaters!’ And it’s going to be magic.” —With reporting by Desa Philadelphia/Los Angeles and Cathy Booth Thomas/Austin





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# AN EYE ON THE WHITE HOUSE AND AN EYE ON YOU



Forget television ads. In 2008, candidates will watch your Web searches and cozy up to your friends

By JOSH TYRANGIEL

**I**N 2004, JOHN KERRY SPENT SO MUCH of his advertising budget on broadcast-television warhorses like *Jeopardy!* and *Wheel of Fortune* that he at least deserved a wardrobe courtesy of Botany 500. George W. Bush threw millions at TV too (he favored *Cops* and *JAG*), but his ads also appeared on cable, talk radio, blogs, the Internet and, in several cases, closed-circuit televisions above health-club treadmills. "We took one message and designed lots of different avenues to communicate it," says Matthew Dowd, Bush's chief strategist in '04. "They took a lot of different messages and drove them all into one big funnel."

So there you have it. The 2004 election was won because Democrats bought lots of vowels and Republicans used the kinds of marketing techniques employed by smart companies trying to sell con-

sumers a product—in 1998. "Even when they innovate, the parties are always a good five or 10 years behind commercial marketing," says Bill Hillsman, an advertising consultant who created famously roguish campaigns for Jesse Ventura and Ralph Nader. "They're cautious organizations. They can't change their natures." But before we go too far down the politicians-are-so-lame road, it's worth noting that every once in a while, there's a signal moment, like Bill Clinton on *Arsenio*, when candidates catch up to the communication culture. With the viral success of the Dean campaign and the echo chamber of blogs, the 2004 cycle was full of such moments. In 2008, be prepared for the next stage, a combination of encounters with the future and the past. And what they will have in common is a personal touch. "From now on," says Republican National Committee (RNC) chairman Ken Mehlman, "a smart candidate will reach you

through your cell phone, your friends, the organizations you belong to and the websites you visit."

That means no more avalanches of TV ads. "By 2008, 35% of all television viewers and 50% of registered voters will have digital video recorders," says Simon Rosenberg, president of the New Democrat Network (NDN), an advocacy group that



introduces Democrats to new-media strategies—or tries to anyway. “And 100% of them will skip political ads. So we’ll have to talk to people in smarter ways.” The easiest people to talk to are those who want to listen, so a few years ago both parties started coaxing as much personal information as they could out of donors and party members. The Democrats gave their database of roughly 6 million people an awesome name: Demzilla. The Republicans’ has less flash but more e-mail addresses (Mehlman puts the tally at 15 million) and Laura Crawford.

From her home in Spring, Texas, Crawford, 33, produced all the RNC’s Web videos and Internet ads in 2004. In ‘08, she imagines, she’ll be cranking out entertaining, semipolitical content for the party faithful almost hourly. “I try not to make [the videos] political at all,” says Crawford, “because anything political gets an automatic negative reaction, even from people with a strong party affiliation. They want humor.” During the election, the RNC bought the domain name *kerryoniraq.com*, and Crawford stocked it with a video string of John Kerry sound bites about the war, adding to it every time Kerry said something flip-floppy. It was the kind of link a Republican could send to friends who were Democrats, and they might not change their minds, but they wouldn’t be offended. “And that’s exactly where we try to be,” says Crawford. “We want these things to be viral, and if they’re argumentative instead of clever, they just won’t be.”

Democrats too have ideas about how to galvanize their base. “Intel and Yahoo! are introducing technology that will allow every DVR to record video from a website

the way it records ESPN,” says Rosenberg. He imagines a world in which Hillary Clinton would post a daily video message with an accompanying e-mail alert to the folks on Demzilla reminding them to set their TiVos. “So Hillary’s now speaking to millions of people with no intermediary and no overhead.” While managing Howard Dean’s campaign, Joe Trippi used the 650,000 people who registered on Dean’s website as the largest text-messaging network in the country. “And we were making it up as we went along,” says Trippi. “The only thing I know for sure is that with a network of supporters exponentially larger than Dean’s, and a little creativity, you can really wreak havoc.”

Keeping supporters passionate is important, but to win elections you have to sway the undecideds. If they won’t watch ads, at least one possible candidate thinks they might watch the campaign. “We’ve discussed the possibility of doing a reality show,” says a Senate aide whose boss is contemplating a long-shot White House bid in ‘08. “The obvious danger is that would have to be warts and all to be credible, and you’d have to give up some control. The upside is people get emotionally invested in the candidate.” The aide emphasizes that no offers exist yet. “But,” he adds, “it’s inevitable that somebody’s going to do it, so why not us?”

For more risk-averse candidates, the two parties are creating elaborate lists of voting-age adults and cross-referencing them with consumer and demographic information, all with an eye toward sending out the most tailored communications possible. “No one under 35 wants to hear the same message about Social Security as someone over 65,” says Crawford, “and there’s no reason why they have to. On one issue, you can make four or five ads target-

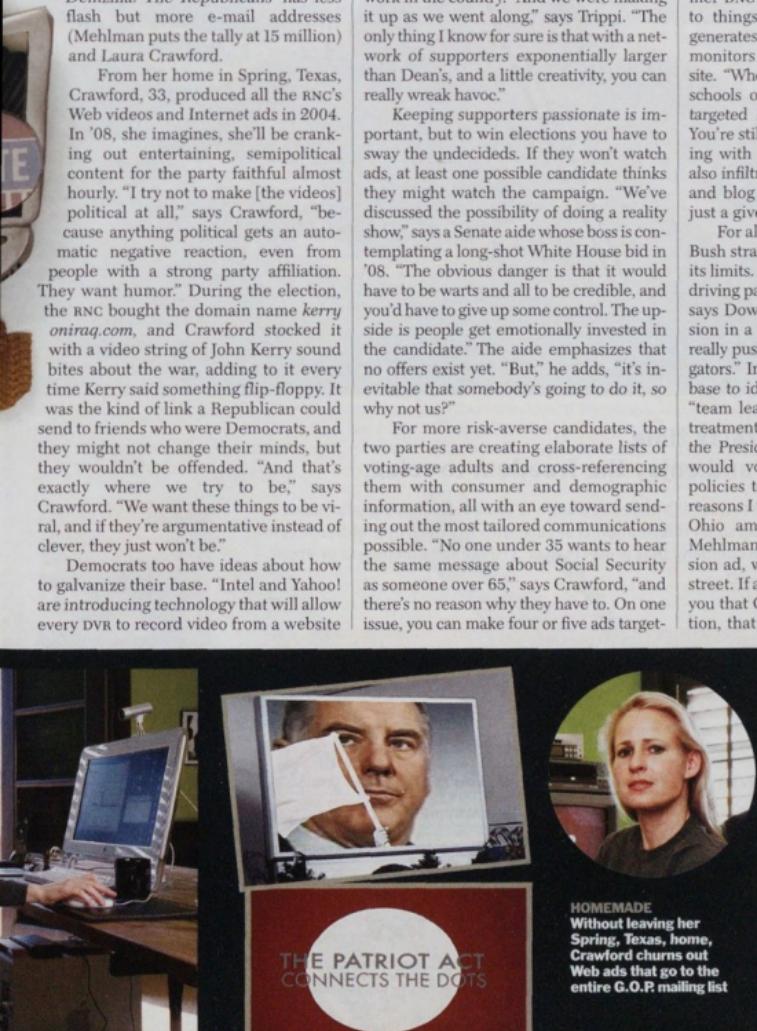
ing entirely different groups. It’s cheap because you don’t have to pay for airtime, and because I don’t need to book a studio”—Crawford edits everything on her Mac and does her own voice-overs—it’s rapid response. I can turn it around in 24 hours.” The Democratic National Committee plans to use its list to make a series of inductive leaps. “If you know what magazines a 40-year-old female voter subscribes to or what websites she reads,” says a former DNC consultant, “you can apply that to things like Google AdSense—which generates increasingly specific ads as it monitors how a user clicks through a website. “When someone types in the words schools or Oprah, your education plan-targeted for moms—will be right there. You’re still fishing, but at least you’re fishing with the right bait.” Candidates will also infiltrate every trusted message board and blog that they possibly can. “That’s just a given,” says Trippi.

For all the efficiencies of the Internet, Bush strategist Dowd thinks the Web has its limits. “Our research shows it’s great for driving partisan activity and fund raising,” says Dowd, “but less effective at persuasion in a political sense. That’s why we’re really pushing this idea of what I call navigators.” In 2004 the G.O.P. mined its database to identify 10,000 African-American “team leaders” who, in exchange for VIP treatment, like getting to shake hands with the President in front of Air Force One, would voluntarily talk up Republican policies to their friends. “It’s one of the reasons I think we doubled our support in Ohio among African Americans,” says Mehlman. “Rather than running a television ad, we had thousands of feet on the street. If a fellow member of your PTA tells you that George Bush cares about education, that has credibility that a paid canvasser or an ad will never have. You’ll see a lot more of that in ‘08.”

Overall, the death of the October ad blitz should make for a more meaningful campaign. “All of this allows politicians to come to voters in ways that are more germane to their lives,” says the NDN’s Rosenberg. “They’ll need to raise less money to reach them, and they’ll pay more attention when they do. It’s great for democracy.” Even if it’s bad for *Wheel of Fortune*. ■

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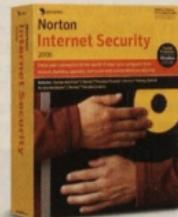
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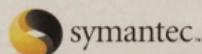
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# THE NEW CANCER FIGHTER (AND OTHER HOT DRUGS ON THE WAY)

From Exubera to Zostavax to Miraviroc, the pharmaceutical pipeline is filled with promise

By ALICE PARK

**A**DVANCES IN MOLECULAR BIOLOGY and genomic medicine are increasing the odds that compounds dreamed up by scientists make it from the lab to the pharmacy. Here are some of the latest candidates, either just approved by the Food and Drug Administration (FDA) or under review.

## ■ DIABETES

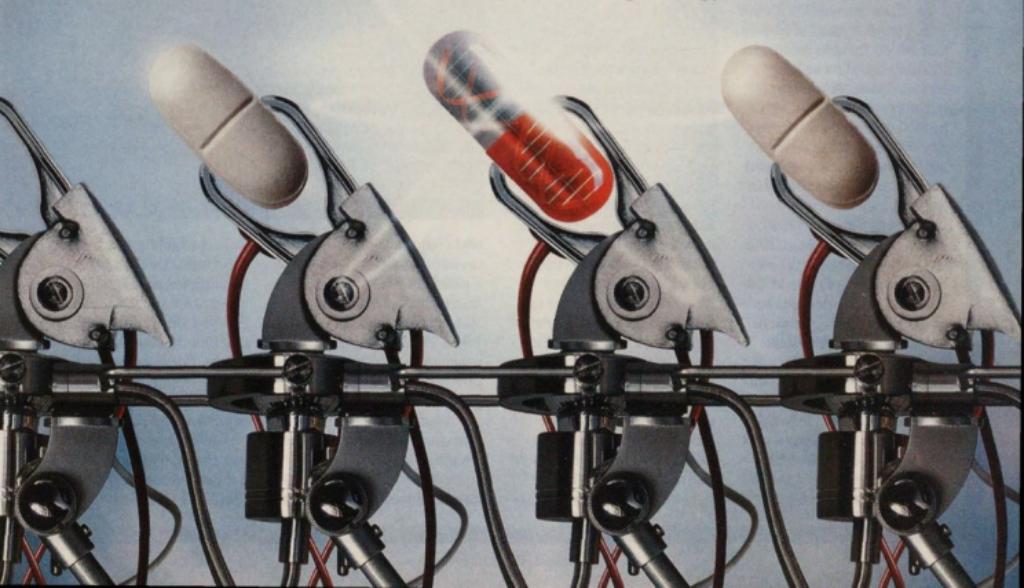
If you're a diabetic and the daily injections of insulin are torture, then get ready for some relief. Pfizer received FDA approval in January to market the first inhaled insulin, Exubera, which should become available around midyear. The powdered insulin, taken just before meals, is released into the

mouth and lungs through an inhaler similar to the ones that asthma patients use. In studies of more than 2,500 adults with either Type 1 or Type 2 diabetes, the needle-free insulin was as effective as short-acting insulin shots in controlling blood-sugar levels.

## ■ OBESITY

When scientists at Sanofi-Aventis took on the challenge of developing a weight-loss drug, they chose an unusual approach. Instead of studying ways to curb the body's natural desire to eat, they decided to home in on the very biological circuits that activate hunger. Even more unorthodox was the craving phenomenon they decided to analyze: the marijuana munchies. If marijuana can trigger the appetite, then perhaps that system could be coaxed into switching off.

Rimonabant, the weight-loss compound they developed, is the first drug that manipulates the endocannabinoid system, a network of cells in the brain, the liver and fat tissue that regulates hunger by linking appetite to the body's reward and satisfaction system. Rimonabant reduces food cravings by deactivating the cannabinoid receptors. The drug, to be marketed as Acomplia, is being reviewed by the FDA and will be targeted at those who not only carry excess weight but also harbor unhealthy signs of metabolic disorders such as diabetes and hypertension. In half a dozen clinical trials, the compound helped 6,000 patients lose up to 10% of their body weight over a year and maintain that loss for another year. And because rimonabant works in liver and fat cells as well, it also improved the patients' cholesterol profiles, boosting "good" HDL levels and lowering amounts of dangerous triglyceride fats in the blood.



## What's Next Medicine

### CERVICAL CANCER

Cancer is always tricky to treat, but if the malignancy is caused by a virus, then the disease becomes a little more manageable, thanks to vaccine technology. Both Merck and GlaxoSmithKline have created cervical-cancer vaccines, but Merck's Gardasil was first to the FDA, which is expected to make its decision by June.

Gardasil protects against four types of human papillomavirus, which account for the vast majority of the 500,000 cervical-cancer cases and the 32 million new cases of genital warts around the world each year. Last fall Merck released encouraging results from its clinical trial in which 755 healthy sexually active women were injected with the protective shots three times over six months and none developed precancerous growths in the cervix after four years.

### THE NEXT TREATMENTS

## NEW WAYS TO THINK ABOUT OLD DISEASES

**T**HE PRACTICE OF MEDICINE, doctors are fond of saying, is more art than science. Yet it's the guiding hand of science that directs them to reconsider treatments and make new educated guesses when a patient's symptoms don't go by the book. That's the force that will continue to reshape the way doctors manage heart disease, cancer and obesity in the coming years.

Every year since 1900, with only one exception (1918, when the influenza epidemic claimed more lives), heart disease has had the dubious honor of being the U.S.'s leading killer. Lowering cholesterol levels, specifically the low-density lipoproteins (LDL) that make meats and butter-laden desserts so irresistible to the palate but so hazardous to the heart, was the first step to slowing down the disease. But now physicians are shifting

their attention to LDL's do-good partner, high-density lipoprotein (HDL), encouraged by early evidence suggesting it can not only clean out fatty deposits within blood-vessel walls but also cause those plaques to shrink in size. So doctors are asking patients to make simple lifestyle changes, including getting more exercise and eating omega-3 fatty acids, found in certain deepwater fish such as salmon and tuna, because these activities stimulate the liver to churn out more HDL. They also have an added incentive to prescribe the powerful statin drugs that lower LDL because those appear to do double duty, pumping up HDL levels 10% to 15%. And if that isn't enough, they are eyeing the arrival of HDL-boosting pills: Pfizer's torcetrapib is currently in clinical trials in combination with a statin

Even more unorthodox was the craving phenomenon that scientists decided to analyze: the legendary marijuana munchies

### SHINGLES

In Italy it's called St. Anthony's fire, a vivid description for the red, blistery and often painful rash that 1 million adults in the U.S. each year come to know as shingles. Merck is awaiting FDA approval for its shingles shot, Zostavax, which is designed to prevent shingles in those who are most vulnerable to the disease—adults over age 60. Shingles occurs



**Cancer** The hormones estrogen and testosterone play pivotal roles in helping tumors—such as those in the lung triggered by smoking—to grow. So physicians are enlisting those molecular renegades to serve as conduits for more effective treatment



and could be ready for FDA review in a year or two. "It's a look into the future of heart care," says Dr. Roger Blumenthal, director of Johns Hopkins Hospital's preventive cardiology program, of the new focus on HDL.

A similar shift in thinking is occurring among weight-loss researchers. For years, their best measure for how dangerous excess

weight could be was body mass index (BMI), a formula that combined height and weight. A high BMI meant that you were carrying too much body mass for your height, putting you at risk of developing diabetes, hypertension, heart disease or stroke. The problem, as physicians quickly found out, was that body mass includes not just excess body fat but muscle as well. So fit people

when the chicken-pox virus from a childhood infection is reactivated—usually by the decline in immunity that comes with age—and travels from the nerve cells where it has remained dormant, all the way to the skin, where it blossoms into the condition's hallmark lesions. Zostavax contains a crippled form of the chicken pox's varicella zoster virus, and jump-starts the body's immune system, boosting the defense cells specifically designed to attack varicella. In trials with nearly 40,000 subjects, the vaccine reduced rash and pain from shingles by more than 60% in elderly adults.

#### AIDS

Doctors are close to adding one more

powerful ingredient to their antiviral recipe against AIDS. Researchers at Pfizer have developed the first in a new class of compounds that would prevent HIV from entering and infecting a healthy cell. So far, the medications that have saved millions of AIDS patients around the world have thwarted HIV at the end of its reproductive cycle; Pfizer's compound, a once-a-day pill called Miravirco, targets the beginning of the disease process. Now in the last stage of being tested in patients, the compound, in combination with other anti-HIV drugs, could become a significant roadblock in preventing HIV infections from mushrooming into full-blown cases of AIDS.

#### INSOMNIA

Getting a good night's sleep is an ordeal for 70 million Americans. Medications like Ambien can help, but because they target neurons in the brain that control both wakefulness and muscle relaxation, sometimes they work too well, leaving you groggy the next morning. Neurocrine's Indiplon avoids that aftereffect by selectively targeting just the nerve receptors in the brain that regulate sleep. Patients using Indiplon were able to fall asleep within 15 minutes and sleep an average of an hour longer than those taking other sleep aids. The company, which expects to hear by May whether the FDA will approve its drug, plans to market

Indiplon in two forms: a short-acting version and an extended-release form for those with more serious insomnia.



**Heart Disease** Lowering "bad" cholesterol levels is the first step toward avoiding a heart attack, but doctors now believe raising "good" cholesterol levels, by exercising regularly and eating fish high in omega-3 fatty acids, such as salmon and tuna, may be just as important

**Obesity** Doctors have been assessing a patient's weight problem, and its health consequences, by measuring body mass index, a formula that combines height and weight. But that has punished people with dense muscles. Now doctors are looking at the waistline as the first danger sign

with dense muscle mass would consistently register as overweight and unhealthy. That led Dr. Jean-Pierre Despres, of Laval University in Quebec, to champion another measure for metabolic health: waist circumference. In a series of recent studies, researchers found that a larger waist circumference is a good indicator for metabolic syndrome, a constellation of

physiologic changes that can lead to diabetes and heart disease. "I call it a vital sign," Despres says of the simple measure that he believes every doctor should include in every physical exam. "It's as important to know the size of your waistline as it is to know your cholesterol or blood pressure." Such a simple measurement, he says, could serve as a wake-up call for patients; by losing

just 2 lbs. to 4 lbs., people with expanded waistlines can dramatically cut their risk of heart disease and hypertension.

It's just that kind of early warning leverage that cancer doctors are starting to exploit. Their latest strategies take advantage of the fact that some cancers actually show a gender preference. Women who smoke, for example, are three times as likely to

develop lung cancer as men who light up, and scientists at Cell Therapeutics found to their surprise that the reason for the difference was estrogen. In the presence of that hormone, which circulates in higher levels in women, lung cells are exposed to more of the carcinogens in cigarette smoke. Harnessing estrogen's ability to speed up some metabolic processes, the scientists piggybacked a potent chemotherapy agent onto a commonly circulating protein, hoping that the presence of estrogen around the lung tumors would also accelerate the cells' ability to open up to the cancer-killing drug. Sure enough, in early studies, women taking the drug who had naturally higher estrogen levels lived longer after their lung-cancer diagnosis than women on the same treatment with lower estrogen levels or men whose disease was diagnosed at the same time. "It's clearly the cutting edge," says Dr. James Bianco, president of Cell Therapeutics. And just the type of thinking that will push medicine to its next frontier. —By Alice Park

# WHY YOUR BOSS MAY START SWEATING THE SMALL STUFF

New sensitivity training at the office focuses on all the little ways a tone-deaf manager can demoralize a staff

By JULIE RAWE

**E**VER HAD A BOSS TELL YOU TO KEEP talking while she checked her BlackBerry? How about a team leader who pronounces your name wrong? Such slights may not mean much individually, but added up they can lead—at least in terms of employee retention—to death by a thousand paper cuts.

As corporate America struggles to promote more women and minorities up the ladder, a new workplace buzzword is moving from executive suite to lowly cubicle. Part pop psychology, part human-resources jargon, the term microinequities puts a name on all the indirect offenses that can demoralize a talented employee. Equipped with this handy label, scores of companies, including IBM and Wells Fargo, are starting to hold training seminars that don't so much teach office etiquette as hold up a mirror showing how such minor, often nonverbal unpleasantries affect everyone.

This growing awareness is due largely to the efforts of globetrotting consultant Stephen Young, a former chief diversity officer at JPMorgan Chase who has addressed audiences as varied as rocket scientists at Raytheon and readers of *Seventeen* magazine on the power of small signals. "It's not so much what I say, but what you hear," he says. One of his most effective demonstrations—the one that has left even mighty CEOs stammering—has him role-playing a guy who is less and less interested in what a speaker is saying. "When you do this," Young says of the exercise, "you see performance change right on the spot."

His goal is to make even hardened executives recognize themselves—or, at the very least, their superiors—when he acts like the bigwig who keeps glancing at his watch during a meeting or cuts off a colleague mid-sentence to answer his cell phone. "It's not just mumbo-jumbo, feel-

good diversity training," says Gerald Lord, V.P. of finance and strategy for Campbell Soup's North American division. After sitting through one of Young's three-hour, Dr. Phil-style seminars last month, Lord is convinced that getting his fellow executives to

## Spotlight on Office Misbehavior

The insults can be subtle, and are shockingly common. And let's face it, some aren't so subtle

### ■ WHAT YOU'RE SAYING IS NOT THAT IMPORTANT

Checking your messages while a colleague is talking to you is the bad kind of multitasking. It devalues the speaker's time, and thus the speaker



### ■ HEY, WE'RE TIGHT, AND YOU'RE NOT

When execs greet each other with a playful punch, the polite handshake they give you can seem distant and even disapproving by comparison

### ■ WHY SHOULD I TAKE YOU OR YOUR IDEAS SERIOUSLY?

A manager dismisses the first idea pitched at a meeting by responding, "Great; thanks. So who'd like to get the ball rolling?"



pay attention to microgestures can help improve Campbell's bottom line.

Here's why: many of the companies that already spend big bucks to recruit and train talented employees are bracing for even stiffer competition as baby boomers start to retire amid a shortage of skilled labor. Teaching execs to be on the lookout for microinequities—a term that has bounced around academia since a professor at M.I.T. coined it in 1973—is a cheap way to hold on to hard-won recruits. After all, says Andrea Bernstein, diversity chair at the New York City-based white-shoe law firm Weil Gotshal, "you never know, when somebody leaves, if she would have been the next rainmaker." And no company wants even a single good idea to fall through the cracks because a manager has subconsciously written off the employee making the suggestion.

While some recent human-resources initiatives such as "work/life balance" or "wellness" may resonate more with, say, single moms or diabetics, eradicating these subtle slights has an almost universal appeal. Few bosses want to create tension between employees with something as simple as a handshake. But, Young says, when one worker is greeted with a polite how-do-you-do while the guy next door gets a playful pretend-punch, it's clear in an instant who is in the inner circle and who isn't. The same is true when a manager dismisses one person's idea and then embraces it when paraphrased by someone else.

It used to be that these tone-deaf moments were used to buttress discrimination claims. Now they are becoming the basis for those claims, according to Marko Mrkonich, managing director of Little Mendelson, a San Francisco-based law firm that defends management in disputes with employees. "People are saying, 'I just feel really unwelcome,'" he says.

Of course, even enlightened head honchos know that being mindful of every little thing they do and say won't be easy, but then again, neither is competing in a tight labor market. Says Robert MacGregor, management-development chief at IBM, which recently partnered with Young to start training its 330,000 workers around the globe: "We want to create an environment that's open and inviting to all employees." And it's not just the words he's using but the earnest tone in his voice that show he means it. ■

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# AROUND THE C



Andrés  
Martinez

Martinez is  
the editorial-  
page editor  
for the Los  
Angeles Times

## ■ THE INTERNET

**TIME:** Two developments seem to be on the minds of those who are watching the Internet play a central role in our lives. One is how the user-consumer has become part of the creative process, and the other one is the degree to which we are being

microniched and perhaps disconnecting from one another. Is that what's happening?

**STEVEN JOHNSON:** There are a number of really interesting phenomena that are happening all at the same time. In the middle, you have maybe the most interesting zone, and I just saw somebody call it "the magic middle," where you have



# ORNER

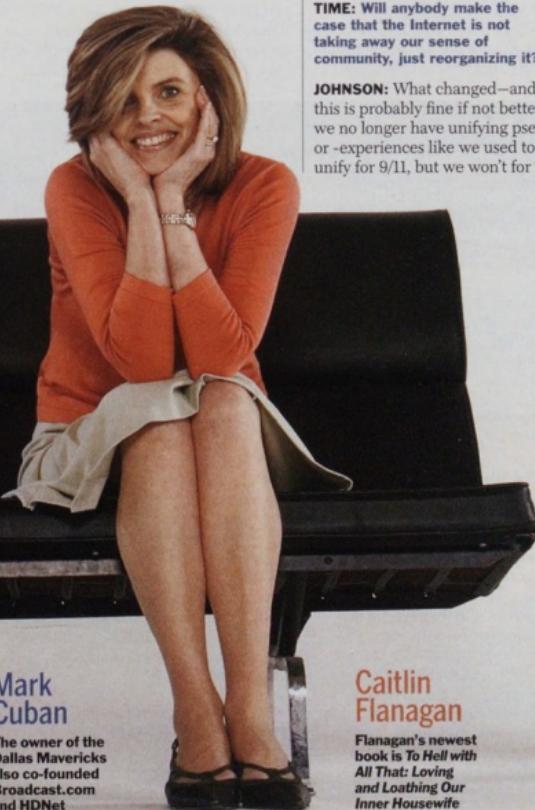
people who started these blogs on specific topics like the azalea blog, the Porsche blog, whatever passions people have. And they have basically accumulated these readerships of maybe 1,000 to 20,000 people just by doing something they love for the fun of it. And they're starting to be able to make some money because the advertising people are starting to talk to

these people, thanks to Google and other companies. In that zone, you have sort of professional-amateur authorships, with authors who are sort of half pros, half amateurs, who are not quitting their day jobs, but they're paying their bills with money they receive from this, and they're building little audiences. And that's just an extraordinary thing to see happen.

**MARK CUBAN:** In a world where there are unlimited choices, it makes it harder to gain an audience. And so what's happening is that in the magic middle, the pro-am world, it becomes a struggle to differentiate between what's a labor of love and what's a business.

**TIME:** Will anybody make the case that the Internet is not taking away our sense of community, just reorganizing it?

**JOHNSON:** What changed—and I think this is probably fine if not better—is that we no longer have unifying pseudoevents or -experiences like we used to. Now we'll unify for 9/11, but we won't for "Who shot



Mark  
Cuban

The owner of the Dallas Mavericks also co-founded Broadcast.com and HDNet

Caitlin  
Flanagan

Flanagan's newest book is *To Hell with All That: Loving and Loathing Our Inner Housewife*



Steven  
Johnson

Johnson is the author, most recently, of *Everything Bad Is Good for You: How Today's Popular Culture Is Actually Making Us Smarter*

# What's Next Forum

J.R.?" And I think that's a sign of a culture growing up, and a sign that we're not going to have fake events.

**TIME:** Because the Internet has made us all joiners, have you found, Andrés, that the climate for sharing opinions has become tamer?

**ANDRÉS MARTINEZ:** Yeah, I'd say it's a very competitive world out there and very partisan. But in a sense, it's less lonely, because there are more communities, and it's easier to join them.

**CAITLIN FLANAGAN:** But are they enriching communities? Are they good communities?

**MARTINEZ:** It depends which community you pick. But I think the polarization is also exaggerated. Things are partisan, but it's superficial.



CAITLIN FLANAGAN ON FAMILY LIFE

**"[There's a] difference between what we say we want and what we do. We really want this deep, meaningful time together in the haven of our homes. But when people actually get home, everybody races off."**

**FLANAGAN:** How do we know that?

**MARTINEZ:** Compared to other periods in our history, people aren't rioting in the streets. Even the bickering in Washington, a lot of it feels tactical—there's not much that separates the two parties on economic policy or even foreign policy. I think from the perspective of a lot of foreigners it's kind of like Visa vs. MasterCard. It's not that different. So I think a lot of this is overwrought.

**JOHNSON:** The idea that we are moving into the "daily me" idea—in which you have [the world] tailored to your particular sensibility and you're not being exposed to new ideas—is wrong. And, in fact, there was a Pew study a while ago that [showed that] people who spent more time online had more exposure to differing worldviews than people who didn't spend time online. And [that's because] we assume that exposure to differing viewpoints makes us more tolerant of those viewpoints. I just don't necessarily think that's true. If you're

somebody on the left, and you're forced to listen to Rush Limbaugh, [you don't say.] "Oh, he does have a couple of good points." No, you say, "This guy is out of his mind."

**TIME:** Let's get back to the question of how are we going to innovate in the future. Our teenagers can get online and help their favorite software maker make the next version of that software. At what point do the consumer and the maker merge into one entity? And what difference will that make if it's going to happen?

**JOHNSON:** There's this category that a guy at M.I.T. came up with. He coined this phrase "lead users." It's not quite right to call them early adopters because they're even kind of a step beyond that. They're the 1% or 2% of your kind of core, devoted fans that are not just buying your technology first, but they're figuring out

all of the things it can do that you never thought of doing. To be able to sort of reach out and talk to that core part of the audience generating new ideas—that's a really powerful idea.

**TIME:** So what's the point of a company's having a director of research?

**JOHNSON:** They can filter some of those ideas, and they can come up with their own. And they know a lot of the constraints of actually producing these things in a way that the lead users don't. What you want is both.

**CUBAN:** And the reality is, those [ideas] are evolutionary, not revolutionary. The [big ideas] are from the inside, not from the outside. Yahoo! was struggling to grow as a search engine, and then Overture came around with pay-per-click, and that saved the entire search industry. And that created enough revenue for Google to become Google. Every step of the way there's something that comes along that changes the game. And that's when the fun happens.

**TIME:** In your book, Steve, you argue that our popular culture—in the form of movies, television and, in particular, video games—is actually making us smarter. How does that work? And does that mean some people will get smarter faster but others will get left behind faster?

**JOHNSON:** We're getting smarter in certain ways—pattern recognition, problem solving, abstract problem solving, system thinking, system analyzing with complex sort of multiple variables, visual intelligence, obviously technological intelligence, ability to adapt to new interfaces and find the information you need. On all of those levels, kids are much brighter today than they were 20 or 30 years ago. And part of my argument is, if you're thinking about the office place of the future, what are the skills that are going to be the most important for those kids? Is it going to be

mastering new interfaces and keeping complex virtual relationships alive and multitasking and managing to think about new technologies in interesting ways? Or is it going to be algebra skills? I think you'd have to make the case that it's probably the former, not the latter.

**CUBAN:** In the past, you had to memorize or retain knowledge because there was a cost to finding it. Did you have the encyclopedia? Could you spend time going to the library? Did you know somebody you could ask who knew the answer to this question? Were you going to be in a group that had a discussion about it? Now, what can't you find in 30 seconds or less? We live an open-book test life that requires a completely different skill set.

**TIME:** Caitlin, you're a former teacher. What is all this going to mean?

**FLANAGAN:** You ask who's going to be left behind? Girls are going to be left behind. When we talk about people who play video games a lot, we're talking about boys. And

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15 years from now, there's going to be lots of jobs in the new economy where we're going to be saying, Why are all these men getting these jobs? And, you're right, those are going to be the men who, as boys, played lots and lots of video games.

## IMMIGRATION

**TIME:** Let's move on to the subject of politics. Political professionals tell us that the next big issue to take the stage will be immigration. Do you think that's true, and if so, what kind of debate are we going to have?

**MARTINEZ:** I think the debate now is a bit disjointed. In Washington it's always about one piece of proposed legislation vs. another, and yet here, at the ground level in a city like Los Angeles, it's definitely the subject our readers feel most strongly about. If we editorialize on immigration, then the flow of letters is

initially, but his reticence to get back to it and really kind of force the issue really has to do with how ugly the debate could get, and has been.

**JOHNSON:** There's another way in which the immigration question kind of intersects with another major trend, which is the future of cities. In the early days of the Internet, there was this sense that cities were emptying out and the Internet was going to increase that because everybody was going to live in their ranch in Montana and telecommute and all this kind of stuff, and exactly the opposite has happened. And it's a global phenomenon. [Cities] are going to be increasingly central, maybe more important than they ever were. And the suburban trend of everyone kind of moving out there and sitting around watching television hasn't happened nearly as much as we thought it was going to.

Gregory Rodriguez, likes to make the point that nobody would ever think of scolding Rudy Giuliani for not speaking fluent Italian, but everyone seems surprised that the Latino mayor of Los Angeles speaks broken Spanish, but they shouldn't be.

**FLANAGAN:** But what's going on that we're seeing the Latino community in Los Angeles move so quickly from poverty to middle class, often with no help from the government, when we see people stuck in intractable poverty who have been in America for generations?

**CUBAN:** America's being America.

**FLANAGAN:** What does that mean?

**CUBAN:** It's equal opportunity, but not equal experience or levels of success.



ANDRES MARTINEZ ON IMMIGRATION

**"We're relying on 8 million individuals whom we have decided to keep, unlike past waves of immigration, in an illegal status. And yet our economy needs these people, and we benefit from their labor ... It's crazy."**

like 10 times that for any other subject. I think it taps into a lot of folks' anxieties about the changing world and globalization—a lot of things that really aren't about immigration. But I think it's a debate that's long overdue—we need to resolve this. There's no other issue I can think of that says more about our values as a society. We're relying on 8 million individuals in this country whom we have decided to keep, unlike past waves of immigration in this country, in an illegal status. And yet our economy needs these people, and we benefit from their labor. And then a lot of us want to pretend it's their fault and criminalize them. It's crazy.

**TIME:** So is the debate going to be ugly, inevitably?

**MARTINEZ:** I think the debate is already quite ugly in many corners, and I think that's what leads to the timidity in Washington. I mean, this is something that George Bush was talking about on 9/10, so to speak, and was one of his first priorities, and he keeps putting it on the back burner. And he had excuses

**TIME:** Why is that?

**JOHNSON:** One of the reasons is connected to immigration. People tend to come over, and they have existing communities in these big cities, so they're kind of taking over large sections of them, which creates this amazing world culture. The other side of it is that people, for whatever reason, have begun to realize what makes cities so alluring and powerful and why so many interesting ideas come out of them, and they have started to embrace that.

**MARTINEZ:** It feels very much like past waves of immigration, and yet the political discourse is a bit different. Samuel Huntington had his book that said that basically there was a fifth column of people trying to take back portions of Mexico that were lost. But the reality is different. There is assimilation. The 2000 Census showed that 71% of third-generation Mexican-American immigrants speak only English. And yet even mainstream media tend to make the mistake of equating Latino with Spanish speaking. One of our columnists,

**FLANAGAN:** I think what people don't like is paying taxes. People living here in Los Angeles, no matter where they are in the political spectrum, they're saying, "Boy, we got a lot of people here who are succeeding and not paying taxes, and public schools are failing because they're filled with people who are here, and, yes, they work in our houses, so we are conflicted, so we're not really going to raise too much ire." But I think that it's a much more mercenary thing that people are angry about. I really think it's money and pocketbooks.

**CUBAN:** People feel threatened and insecure in their own lives. If you have uncertainty about where you may be a year from now, five years from now, 10 years from now, then you're going to question what's going on around you. We've become a free-agent economy, and as you get older, you recognize that if you become a free agent for whatever reason—layoffs, downsizing—it becomes much more difficult to deal with the realities of life, and that is scary to anybody. And so if you face that uncertainty and

you start looking around, you start saying, "What adds to my uncertainty? Where can I have some influence? Where can I say something?" Like Andrés mentioned, there's easy scapegoating, but I don't think that's ever going to change, as long as we are free agents.

**MARTINEZ:** And I think the intensity of the immigration debate is ratcheted up by the cultural issue. Not to say that people are necessarily racist, but I think people have the notion that the mainstream, majority American, Anglo-European culture—whatever you want to call it—is eroding, and I think that makes a lot of people very anxious.

## FAMILY LIFE

**TIME:** A number of news stories lately suggest that the feminist revolution that shaped the lives of men and women in the '60s

And what about [this possible] trend toward having women actually spend a little more time at home than we thought they were going to? We've got a lot of interesting demographic trends sort of coming together that are going to take a lot of thinking.

**MARTINEZ:** I'm very skeptical of the recent reporting that suggests any kind of pullback or U-turn [of women in the workforce]. I think the progress will continue in terms of greater equality in professional fields. I think, anytime you have progress, there are periods of sort of assimilating and digesting the things that have occurred. I think, when people look at traditional employment data, it doesn't sufficiently take into account nontraditional forms of employment that occur with both genders. That's why there's been a lot of debate about some of the

that I have to compete against companies that are sexist because they're gonna fail.

**TIME:** Where do you think this gender revolution is going?

**FLANAGAN:** What I write about, what I care most about is family life, and that's really understated in the difference between what we say we want and what we do. We really want this deep, meaningful time together in the haven of our homes. But when people actually get home, everybody races off. Mom's got something on the DVD, the daughter's on MySpace.com, the son's got his video game, Dad's checking ESPN and his work e-mails, and everyone's compartmentalized within the household. I think there's deep yearning for—I know this makes me sound conservative, but I am—true community, and I think it's not good for families if we each do what we want to do. I think



MARK CUBAN ON THE INTERNET

“In the past, you had to memorize knowledge because there was a cost to finding it. Now, what can’t you find in 30 seconds or less? We live an open-book-test life that requires a completely different skill set.”

and '70s, even the '80s, has sort of run its course. Do you think that has happened?

**JOHNSON:** The trend that I find really interesting in all this is the education gap growing between men and women. I don't know exactly what the numbers are, but more girls than boys are graduating from college. So you're going to hit this point where you have this major gap in terms of educational background and thus employability between women and men—women being significantly ahead after all these years of making sure that women get access to the [whole] educational system. There's going to be a very interesting moment when we have to decide as a society, Why is this big gap happening? Is it because there's some innate difference between men and women that makes women more likely to gravitate toward school or thrive in school environments and not drop out, particularly when they're 18 or 22 or something like that? Or is it that at some level, society is discriminating against men as far as education is concerned?

unemployment statistics in recent years.

**TIME:** The suburban mom with her eBay business on the side.

**MARTINEZ:** Consulting, any number of opportunities. I think that as a society, economic necessity dictates that you're going to want to employ the most talented members of society. And I think you have a generation of women who have attained great success, and I don't see how you put that genie back in the bottle. And I think men too want partners in life who are getting fulfillment, not just from their home.

**JOHNSON:** The other thing is longevity. We're hitting a point where well-to-do women are hitting 85. A lot of women reasonably expect to live to 90. I'm not going to say how old she is [laughter], but my mom is at this age where the kids have all gone to college and her career is at full throttle, and she's quite reasonably expecting to have another decade when she's just at the top of her game.

**CUBAN:** As an entrepreneur, I only hope

it's good for families if we have a sense of obligation and commitment to our family and maybe not to doing the things we each want to do but to being [instead] in service to one another.

**MARTINEZ:** What you just said about everyone running to do their own thing and what you said earlier, in the context of video games, about how our kids have become addicted to electronic gadgets and media—I think the same is true for adults. I think we're getting smarter, to go to your point, Steve, but I wonder if we're getting wiser.

**FLANAGAN:** Yes.

**MARTINEZ:** I realized the other day—I'm going to share this with the group—I'm taking longer showers. It dawned on me that I'm taking longer showers because that's the last bastion where I can think. A disproportionate amount of my thoughts now are in the shower, because it's the one place where I'm not hounded by my BlackBerry, my cell phone, the 24/7 news on TV.

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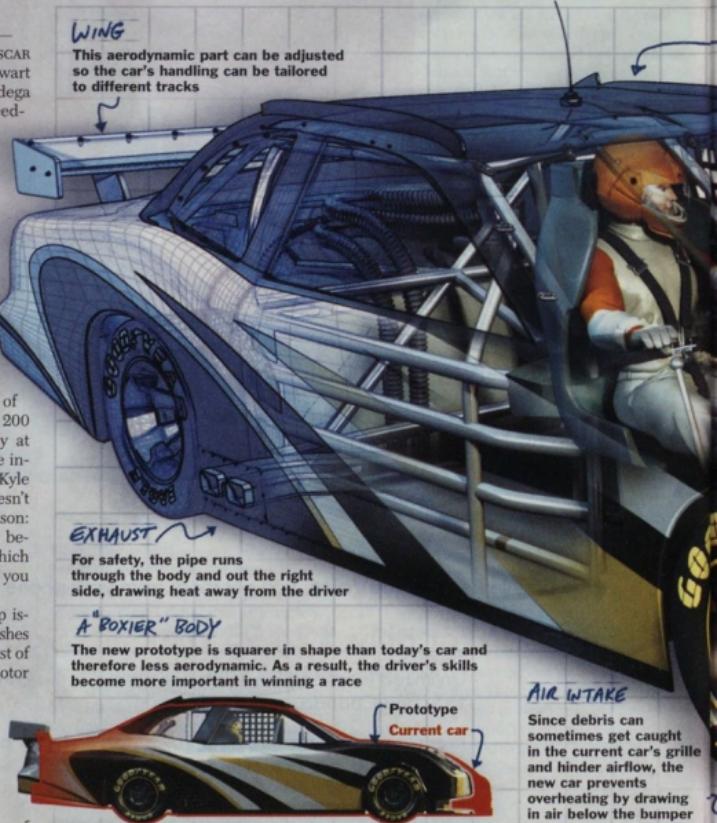
# THE NASCAR OF TOMORROW

By BILL Saporito

**Y**OU ARE CLOSING IN ON NASCAR driving champion Tony Stewart on the backstretch at Talladega Superspeedway. The speedometer, if you had one (stock cars don't—what's the point?), would be reading north of 150 m.p.h., but you're still south of Tony. And you need to pass him for the checkered flag, the Nextel Cup points and the adulation of the 150,000 or so NASCAR nuts who regularly show up every weekend. As you get closer to Stewart's rear bumper, a couple of things start to happen, not all of them good. First, Tony gets ticked off. Don't worry—Tony gets ticked off at everyone sooner or later. Second, you might not have control of your car, especially as the speed nears 200 m.p.h. "The way you pass somebody at Talladega is the same as you do on the interstate—you turn left," says veteran Kyle Petty. "But at 150 to 180, the car doesn't necessarily want to turn left." Reason: Aerodynamic forces on today's cars become disruptive at those speeds. Which means you can't make the pass, and if you try, you could end up against the wall.

Safety and competition are the top issues being addressed by NASCAR as it finishes its Car of Tomorrow, due to make its first of 16 races next March at the Bristol Motor Speedway. The car is a bit wider, a bit taller, a bit less long and actually a bit slower than the current models. Most important, the Car of Tomorrow is designed to be a whole lot safer than the car of today. The project was given tragic impetus during a nine-month period in 2000-2001 when a number of drivers were killed, including Petty's son Adam, then 19, and the legendary Dale Earnhardt, who ran into a wall at Daytona. Even so, the idea of developing the model was not exactly championed by the drivers. "I don't think drivers thought anything had to be changed," says Petty, 45, who has tested the new car. "We'll drive anything, anytime, anywhere—all you have to say is, 'Show up.'"

The basic principle of the



new model is to get the driver farther away from points of impact. So engineers have made it wider and taller, creating what the drivers call a bigger greenhouse. That could be important when the car, say, rolls onto its roof. The driver's seat has been moved 4 in. to the center, which is supposed to achieve two things: it lets NASCAR reinforce the driver's side with energy-absorbing, staggered steel plates and gives

the driver more comfort. Over the years, as NASCAR began adding such safety devices as the HANS head-and-neck restraint system, the cockpit began getting cramped. Older drivers in particular were demanding their space. Says Robin Pemberton, NASCAR's vice president of competition, about the changing environment for drivers: "They have gone through the cycle of very limited restrictions in the cars to what

# ARROW

It's a lot safer and a little slower, but this vehicle hands racing back to the drivers



Source:  
NASCAR

we have today. The world has closed in."

What's key is that the wider car addresses what Pemberton calls G-force spikes, known to the rest of us as the crash. "It's the amount of energy absorbed over time," he explains. The farther the driver is from the impact, the more time the energy has to dissipate. To help it along, NASCAR has added front and rear crumple zones. It is

also studying the addition of more crash protection for the right front, the most frequent collision point.

But after fretting over safety, the NASCAR design team got to thinking about a more competitive race car. In the past decade, teams have spent big on making their cars aerodynamically efficient. One consequence, though, is that these cars create incredibly turbulent wakes at the

longer and faster tracks. In other words, the aerodynamics have become more important than the cars, drivers and engines, and passing has become especially difficult.

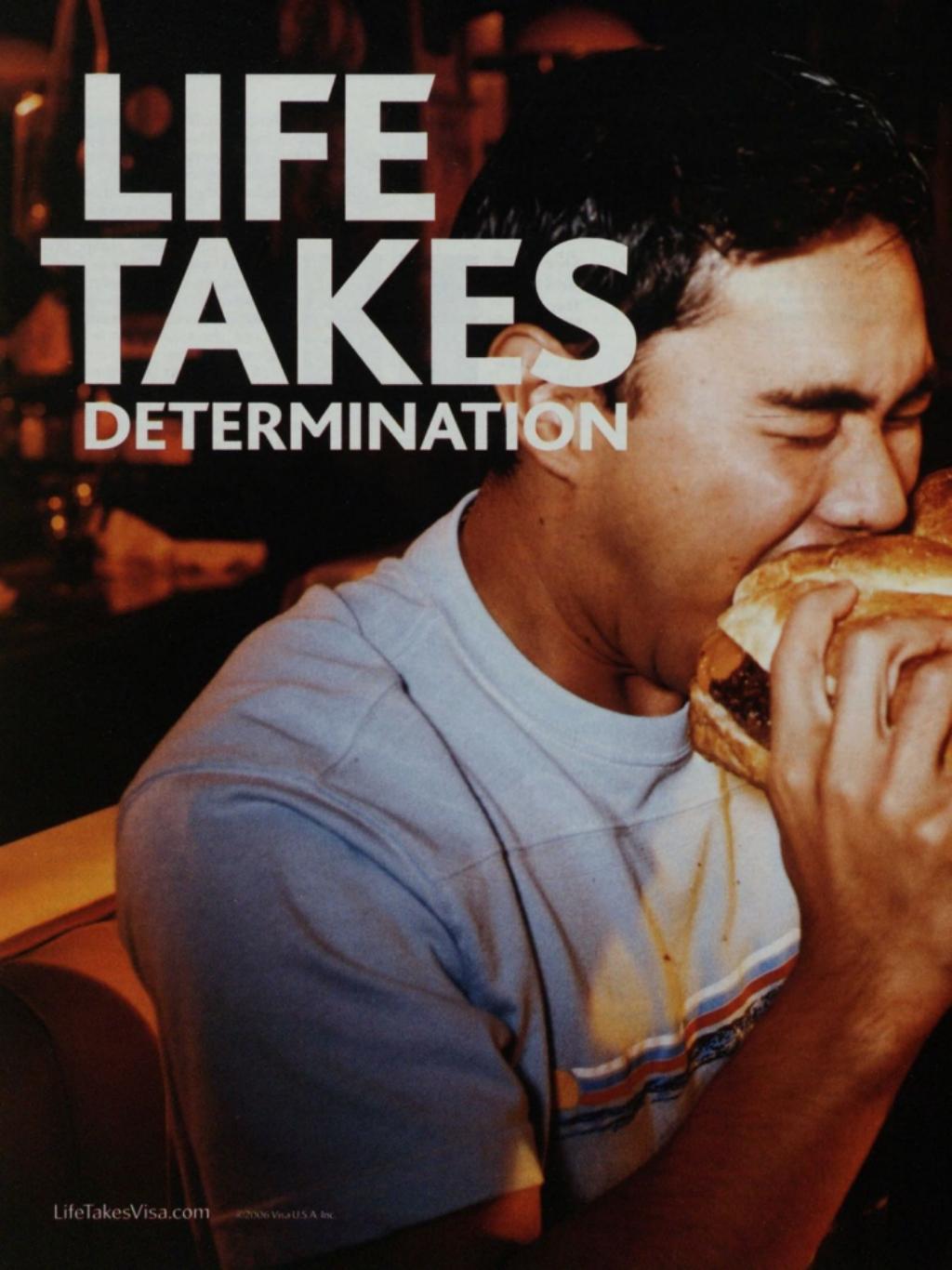
The solution, the one that literally sticks out, is the addition of a wing to the rear deck of all cars to replace the spoiler now in use, which is what racing outfits like Formula 1 have been doing for years. The wing retains the aerodynamics of a lead car, but the difference is that trailing cars get to play in smooth air and get the opportunity to make high-speed passes.

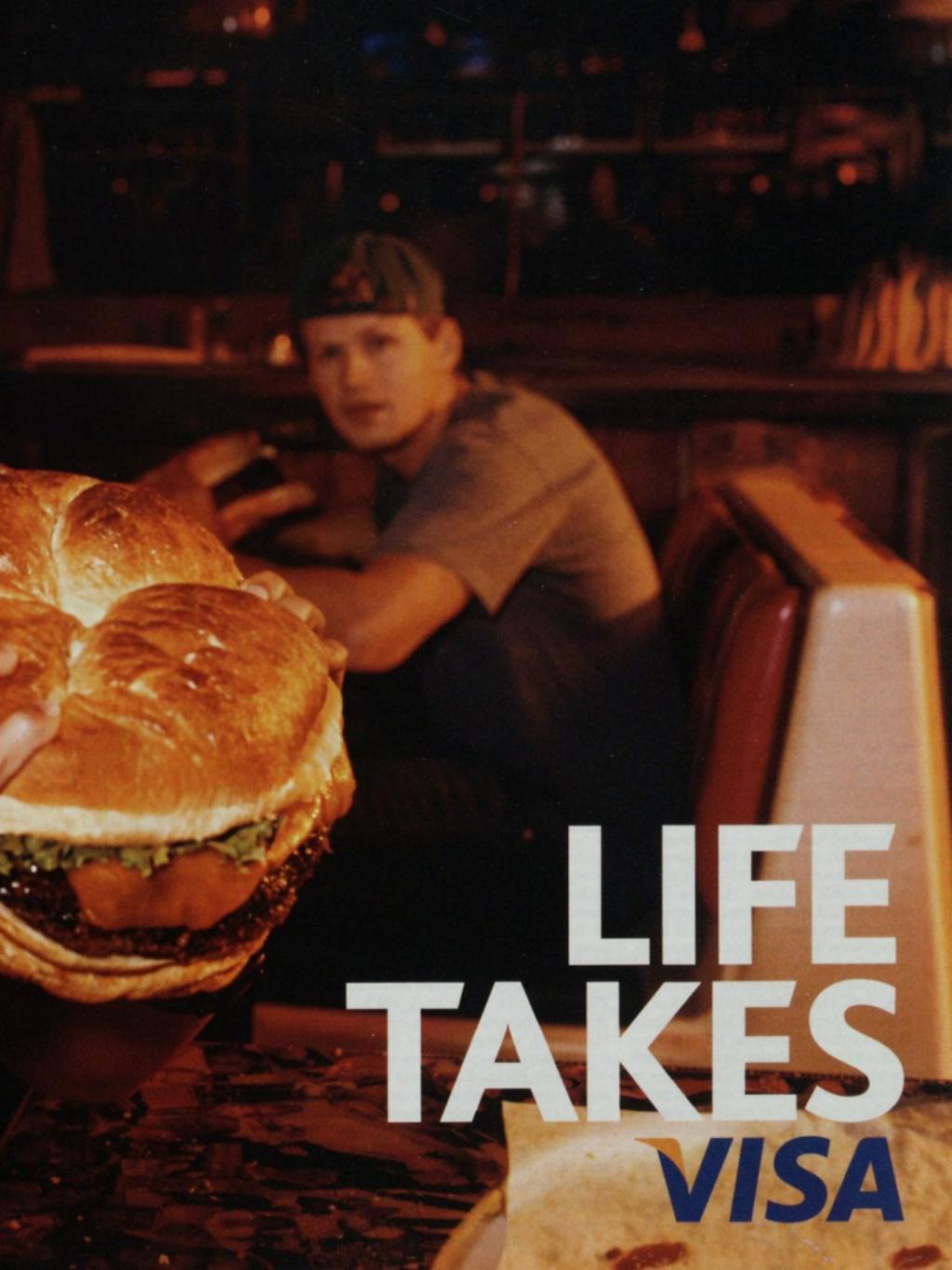
A side benefit to all this safety and speed is that the Car of Tomorrow is cheaper to run. That's because it can be adjusted to race on different kinds of tracks, which means that a single team doesn't have to enter different cars in different races. Right now, the No. 16 car that Craig Biffle drives at the .526-mile Martinsville Speedway, for instance, isn't the vehicle he drives at the 2.66-mile Talladega. The new design, however, is more generic, allowing crews to adjust for tracks by adjusting the rear wing and the front splitter. "For the price of a wing, you can change the entire feel of the race car," says Pemberton.

Of course, crew chiefs will still be tinkering like mad with suspensions, sway bars and other mechanical issues that can give them that small edge. In fact, they may be more necessary than ever. The new car has a redesigned fuel bladder that will carry four to five fewer gallons of gasoline, which will add to the number of pit stops and complicate the chess game of refueling and tire changes that crew chiefs in every race have to play.

Despite the modifications, NASCAR race cars will remain what they are at heart: hand-built, exquisitely tuned, 850-h.p. machines—concert grands on fat tires. And the Car of Tomorrow will pay homage to the kind of deft driving that launched the sport 58 years ago and has made it the hot sports property it is today. That's because by downplaying the aerodynamics, the design will reward racers like Stewart and Jeff Gordon, who are known for their racing skills. "It will take the sport back to where we were 10 or 12 years ago when we saw more two-wide [side-by-side] racing," says Petty. "If you enjoyed watching the Dale Seniors and Darrell Waltrips do that, this is for you." ■

# LIFE TAKES DETERMINATION

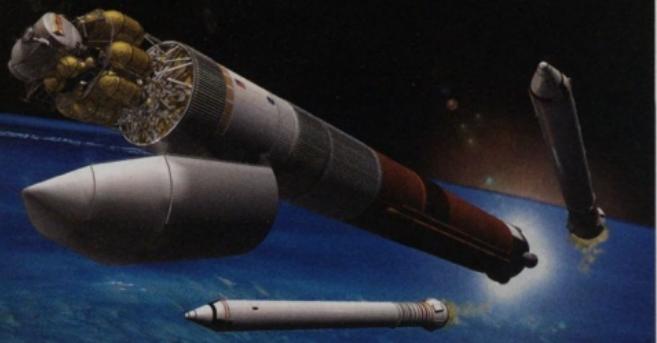




LIFE  
TAKES  
VISA

# RETURNING TO THE MOON

Three decades after the last Apollo flew, new American crews may walk the lunar soil. Here's how they'll go



By JEFFREY KLUGER

**I**T'S NOT EASY TO FORGET THE MOON. THE images of NASA's celebrated lunar landings are lasered onto the national retina, and perhaps no two things are better remembered than the sister ships that made the trips: the cone-shaped Apollo command module and the leggy lunar lander. If NASA has its way, those kinds of spacecraft will be flying again soon. They will not, however, be your daddy's moonships.

In January 2004 President Bush announced his plan to send Americans back to the moon and onto Mars. Those bold goals—which NASA estimates it could achieve by 2018 and 2030, respectively—would at last free the nation of the 25-year drudgery of the shuttle program. The idea raised eyebrows—not least because of its price tag, distant target dates and suspicious initial timing, at the start of the 2004 election cycle. In the two years since, however, funding has been forthcoming and design work has begun, with aerodynamic testing on scale models under way at the Marshall Space Flight Center in Huntsville, Ala. While political and fiscal obstacles could still scuttle the whole plan, the ships taking shape in the NASA labs are winning deserved raves.

The thing that has made the shuttles such lethal disappointments is that they have tried to do too many things—fly like a spacecraft, land like an airplane, haul cargo like a truck. Part of the reason the Apollo ships succeeded was that they had an ex-



**LUNAR LEAP** A cargo rocket will loft a moon lander into Earth orbit, where it will link with an Apollo-like crew module and fly off into space. The returning module will land on desert or sea

ceedingly clear goal: to fly to the moon and strictly obey the laws of simplicity and safety on the way. Both ships were also wisely mounted at the top of the booster that lifted them off the ground—keeping them away from the fire and foam that killed *Challenger* and *Columbia*.

The new ships will follow the old rules. The centerpiece of the stack will be the prosaically named Crew Exploration Vehicle (CEV), a descendant of the Apollo command module but for a few significant differences. For one thing, it will be bigger, able to carry four astronauts comfortably and six a bit more snugly—twice the load of the three-man Apollos.

For another thing, it will be equipped with solar panels, a sensible addition in a sun-drenched place like the inner solar system—and one that reduces the demands

NASA-JOHNS HOPKINS UNIVERSITY AND ASSOCIATES / 22

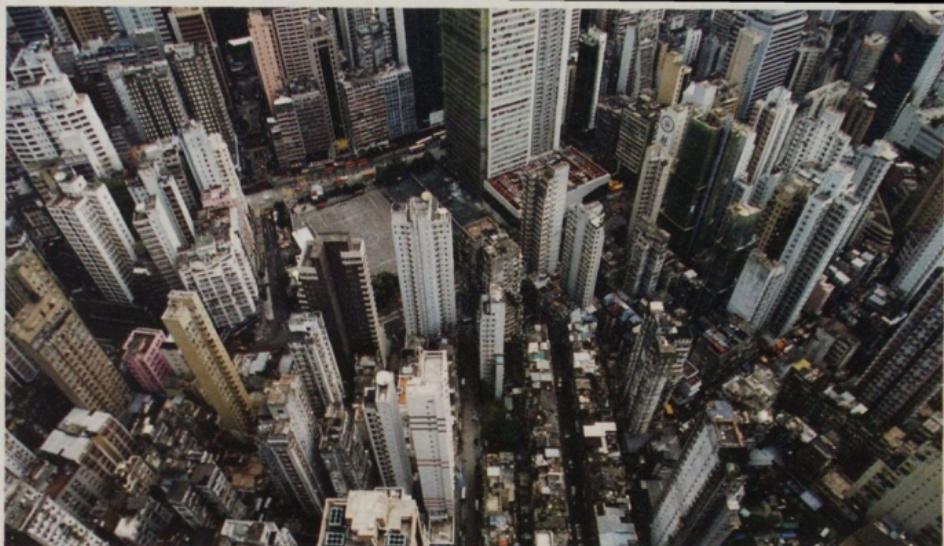
on fuel cells and batteries. It will also be able to either splash down in the water as the Apollos did or thump down under a parachute on dry desert. Finally, modern composite materials and computers will improve on the ungainly weight and clanking brain of the older ships. "It's like comparing today's 737s with the ones that flew in 1967," says Scott Horowitz, an associate administrator for NASA. "Put them side by side, and they look alike. But they're entirely different aircraft."

The new lunar lander will be similarly improved, with updated electronics and materials. It too will be a larger ship than its predecessor, big enough to carry all four astronauts down to the surface while the mother ship idles empty in lunar orbit. That not only gets the most bang for the exploratory buck but also eliminates the lonely specter of the single astronaut who used to be left to mind the orbiter while the others went prospecting below.

Two new rockets—both adapted from shuttle engines—will get all this hardware into space. The larger of the two will loft the lunar lander and other equipment into Earth orbit. A second, smaller rocket will follow, carrying the CEV. The crew vehicle and the lander will then link up and fly off to the moon.

One selling point of the CEV is its versatility. If the spacecraft is ready by its 2011 starting point and the moon trips indeed don't start until 2018, that means seven years of downtime. Astronauts could fill part of that gap flying shakedown trips to the International Space Station. After the U.S.'s moon presence is re-established, the CEV could become a central player in eventual Mars missions. "The spacecraft would have to evolve for the different demands of a Mars flight, particularly the higher re-entry speed," admits Horowitz. The basic design, however, would remain the same.

The big question is less about NASA's technical wherewithal than about Washington's political will. The space agency is vetting contractors to build the ships, and the winning company may begin cutting metal by 2008. But Congress and the White House—a notoriously fickle bunch—must stay on board. The commitment the U.S. made to space from Sputnik through Apollo spanned four presidential administrations and seven changeovers on Capitol Hill. Only if leaders in the 21st century remain equally focused can they hope to match the accomplishments of their predecessors in the 20th. ■



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## CURVEBALLS ARE IN PLAY

After the Bilbao Guggenheim, architects are taking ever wilder trips into the light fantastic

By RICHARD LACAYO

**A**S FAR AS ARCHITECTURE IS CONCERNED, if the 20th century was the age of the box, the 21st is fast becoming the age of the wiggle. Over the past few years, and especially after the debut of Frank Gehry's Guggenheim Museum in Bilbao, Spain, the sturdy glass-and-steel rectangle, for decades the default mode for serious buildings, has begun to give way to the parabola, the whiplash curve and geometries so irregular, there's no point in looking them up in geometry books. Thanks to a combination of insistent forward thinking by architects and ever more ingenious computer-design software, buildings that once would have been no more than architecture-student fantasies are being green-lighted every year as real-world construction projects. And one of the newest, the Metropol Parasol, is a sign that those forces are carrying buildings to a place where the word building may not be up to the job of describing what they will become.

Or to put it another way, why shouldn't the ancient Spanish city of Seville sprout a few 90-ft. mushrooms? For 150 years, Seville's Plaza de la Encarnación was a market in the heart of the old quarter. In

1973, in an act of municipal hooliganism that was typical for its time, the market stalls were torn down by the city and replaced by a parking lot. A few years ago, plans were moving ahead to replace the lot with an underground garage when workers excavating the site discovered a cluster of Roman ruins. This time a wiser city government made two important decisions. First, it chose to preserve the ruins within a below-ground museum. Second, it opted to hold an international competition for an overhead structure to connect the museum to the surface and to transform the plaza from a parking lot into a people magnet.

One other thing: the city authorities did not specify what kind of structure they had in mind. That created a very large opening for Jürgen Mayer H., a Berlin-based architect who understands that a solid structure can be a thought balloon. What Mayer, 42, proposed was a series of six voluptuous forms made of high-strength laminated wood that would rise above the plaza like massive mushrooms—or shade trees. Or maybe they're umbrellas. Whatever you think they look like, the Metropol Parasol, as they are officially called, refuses to be one thing—or to serve one purpose. With a café layered into their upper reaches and walk-

**PIE IN THE SKY** The columns of the Metropol Parasol conceal stairways and elevators that lead to rooftop walkways and a terrace cafe

ways laid across their tops, the forms provide a canopy, a promenade and a swashbuckling sculptural fantasy.

Mayer says most of the inspiration for the project, which is expected to be completed next year, came "from outside of architectural terms. We jumped from mushrooms to trees to clouds." There's not a right angle in any of those. Like Antoni Gaudí's Parc Güell in Barcelona, with its swelling plazas and ribboning pathways, the Parasol emerges from a place where architecture meets the unconscious, a source outside the merely rational faculties, one that gives rise to whatever is soft, concupiscent and shape-shifting.

It is also the best evidence in years that the design options made possible by computers, which allow architects to experiment with the structural stability of some very unconventional forms, are well along in transforming the language of architecture. That means a future with more buildings that are whimsical, sensual and possessed of a substantial wow factor. In the end, however much the Parasol works as a café or a concert venue, wowing may be its abiding function. That's one reason Terence Riley, the chief architecture curator of the Museum of Modern Art in New York City, decided to feature the Parasol in "On-Site: New Architecture in Spain," a show that runs at the museum through May 1. "This thing has the same purpose as a triumphal arch," he says. "It's a generator of wonder." ■



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# IT'S ALL IN THE BAG

At Coach, designers have perfected the science of divining the next hot handbag. Inside their system

By KATE BETTS

**T**HREE WAS A TIME WHEN FASHION designers could make or break their career on a sexy silhouette or an unusual use of color and fabric. Now most fashion careers are subject to the whims of handbag consumers. With huge margins and high visibility, bags like Chloé's Paddington and Vuitton's Murakami can add hundreds of thousands of dollars to the bottom line, or a nice \$300 million in the case of the Murakami. So luxury kings like Bernard Arnault, owner of mega-brand Louis Vuitton, fret over the star power of each one they produce.

What makes a handbag hot, in some cases even before it hits the store shelves? It could be Lindsay Lohan's endorsement or a placement in a big box-office movie. And a handbag can become an instant best seller because of one quirky design detail, like last season's Fendi Spy bag with its weird dangling closure.

The creative coup is often more the result of serendipity than science. Stuart Vevers, the young designer behind the suddenly hot British brand Mulberry, says creating an "It" bag is just dumb luck. He hit the jackpot three seasons ago when Kate Moss strolled through London carrying his Roxanne bag—a slouchy duffel in distressed leather. "I don't think you can create a hot handbag every season," says Vevers, who used to work at Vuitton. "You have to wait for your time."

Not so for designers like Reed Krakoff of Coach, where handbags make up almost 65% of the business and a single style can bring in more than \$40 million in global retail sales a year. For Krakoff there is an intricate system that produces every handbag, and it involves getting three things right: price, fashion and fabrication. "If we create a handbag that everyone wants and then

they also say, 'Great price,' then we've hit on something," says Krakoff, whose office is decorated with inspiration boards that include photos of a Noguchi sculpture, a Marc Newson sketch and a swatch of gray fabric from a chair in his house. "I'm noticing more organic shapes and more black and white than color right now," he says, flipping through an auction catalog filled with works by American artists like Alexander Calder and Robert Motherwell.



**THE BAG** Coach's design team is betting that the Legacy satchel in charcoal suede with metallic trim will be a big seller next fall

Coach's best-selling bag today is the shoulder tote. Modeled after a Coach duffel from the 1960s, it draws on iconic Coach signatures like brass hardware and leather binding, and its appeal crosses over different age groups. Krakoff is hard at work, however, divining the must-have for next spring, a season that he thinks will be defined by a chic, more tailored look. Once Krakoff has started sketching, he and his production team begin reviewing last season's handbags. They look at what

sold, which colors were popular in Los Angeles and New York City and which shapes appealed in more conservative markets like Chicago.

They review colors (at this moment, black feels very new for bags) and look at details (braided trim, exaggerated hardware) and fashion trends that have migrated from clothing to accessories (pleating, distressed leather). "There's a lot of pleating in the market," says Krakoff. "It's a detail that evokes something a little sportier, kind of 1970s chic, but prettier." In other words, it's not sporty casual, which Krakoff says was so last season.

Right now Krakoff and his team are betting on a whole new idea that Coach will introduce next fall: the Legacy collection. It's a line of bags made out of bur-

nished leather that ages as you wear it. Each bag carries some of Coach's trademarks—binding on the edges, signature turn-lock closures and striped silk linings.

"Bags right now are about soft and chunky," Krakoff says as he examines a black Legacy bag prototype with chunky brass. The bag is not yet perfect, but it's very close. Krakoff corrects the outer pockets (too high) and asks the designer to take off the coin-purse patch pocket ("I love a coin purse, but here I want it to go away"), and he questions the height of the bag. "This bag is going to be big, so

we should do more choices," he instructs the design staff members. They decide to add metallic and grainy-metallic versions to the line—what are known as "novelty" choices, bags that won't necessarily have mass appeal but might draw in the fashion-forward customer.

The final question is price. At \$348 the Legacy is expensive for Coach's market, which is known as accessible luxury; designer bags run from \$900 to \$1,200. Krakoff asks for a less expensive version—\$290 is the target price. "It's like a big puzzle," he says. "Every time you add a piece, it changes. A leather comes in at a higher price, so you have to lose a buckle." But when the price is right, the handbag will fly. ■

# MUST-HAVE GADGETS

The well-hidden microwave, the motorcycle air bag and the tapeless high-def camcorder are finally here

BY WILSON ROTHMAN

## Motor Comforts

### HELMET HELPER

It was perhaps inevitable that Honda, with experience in safety technology and motorcycle design, would be the first to introduce a motorcycle air bag commercially. If crash sensors mounted on the front fork detect an impact, a computer quickly decides whether to deploy the bag. **Honda Gold Wings will offer air bags as early as this spring.**



## Bathroom

### HOW HOT DOES IT LOOK?

Blue is cold, red is hot—any kid knows that. So Delta developed the Brizo bath faucet, which uses lighting to change the water color depending on the temperature; it prevents children and the elderly from accidental scalding. The electronic faucet can be turned off or on with a touch, or with a wave of the hand. Available within two years; \$300 to \$500



## Cell Phone

### NEVER TOO THIN

Americans may have got used to Motorola's thin Razr, but Samsung's SGH-P300, with the unsexy nickname the Card, is slimmer still. Its thickness is slightly less than 9 mm. It looks like a pocket calculator, but it's a tri-band world phone with a built-in MP3 player and 1.3-megapixel camera with video-recording capability. Now in Europe, \$600 to \$700; coming soon to the U.S.



### HIGH DEF, NO TAPE

Some camcorders have ditched the tape, relying instead on internal memory. Others capture high-definition video for playback on big-screen TVs. Sanyo put both innovations into its Xacti HD1, which also features a next-generation organic light-emitting diode (OLED) display. This month; \$800

## Camcorder

### THE CAR THAT PARKS ITSELF

If parking was the most dreaded part of your driver's test, start saving your pennies. The 2007 Lexus LS 460 is equipped with an optional "intelligent park assist" system. Target a spot, and the car uses radar to steer itself in snugly; all you do is tap the brake. Scheduled for fall 2006; price to be announced



ILLUSTRATION FOR TIME BY NICKOLE LAY

2007 \$550 available this month; \$85,400



### SEEING IN THE DARK

The 2007 Mercedes-Benz S-Class has a radar-guided park-assist option too, as well as a "night view assist." By shining invisible headlight-mounted infrared beams up to 500 ft. ahead of the car, it can display a black-and-white nightscope view on the dashboard. 2007 \$550 available this month; \$85,400

### BACKSEAT WI-FI

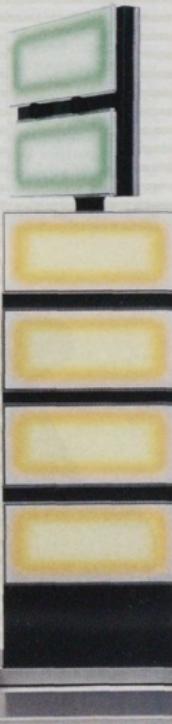
KVH Industries' Mobile Internet Receiver connects to the Internet via a Verizon Wireless high-speed cellular data modem. Using MSN, people in a car or van can check e-mail without a computer. They can also connect to the device using their laptops. July 2006; less than \$1,000



—With reporting by Joseph R. Szczesny/Detroit

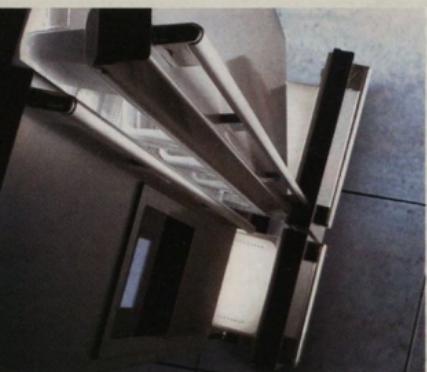
## Robot

Good evening.  
Would you like  
me to read your  
new e-mail  
now?



### TALK TO ME

Robosapien maker WowWee Robotics teamed up with Philips to build the Smart Companion Operating Technology. SCOTY (pronounced Scotty) is a camera- and Wi-Fi-equipped butler who sits in your living room, obeying voice commands to play specific music, read new e-mail and even report intruders. September 2006; \$400



## Kitchen

### FRIDGE OR FREEZE?

Frozen turkeys and cases of beer never seem to fit in the fridge. Samsung's "four-door convertible" lets you select, on the fly, whether each of the two bottom drawers are for chilling or freezing, from 50°F down to -13°. This month; \$3,000



### A MICROWAVE THAT'S OUT OF SIGHT

First refrigerators and dishwashers started blending into the kitchen cabinetry; now it's the microwave. Sharp's approach was to design a 1-cu.-ft. pullout microwave that tucks right into a drawer opening. The upcoming 24-in. Insight Pro is compatible with one of the most popular cabinet sizes. June 2006; \$850

## Computer

### TRAY-TABLE READY

Fly coach, and the dream of watching movies on your laptop quickly fades, thanks to the reclining seat in front of you. Intel's new laptop design lets you pull the screen forward from behind the keyboard and even raise the screen to eye level. Elements of the design may appear this year in laptops priced at \$1,100 and higher made by Intel partners



Intel's adaptable screen moves forward and also lifts up to eye level



### SOFT HARDWARE

You may have heard about the jacket with iPod controls stitched to the sleeve. Eleksen, the maker of "electroconductive" fabric products, now wants to introduce a QWERTY keyboard that you can roll up and put in your pocket. The ElekTex keyboard will use Bluetooth technology to connect wirelessly to PDAs and smart phones. June 2006; \$150

### IT'S CLOSED; YOU'RE OPEN

E-mail can be read only when a laptop is open, right? Microsoft's proposed solution is SideShow. Laptop makers are planning to design small screens on the outer body so you can read incoming messages or choose music without opening the case. **SideShow will be supported by the Windows Vista operating system, launching this year**





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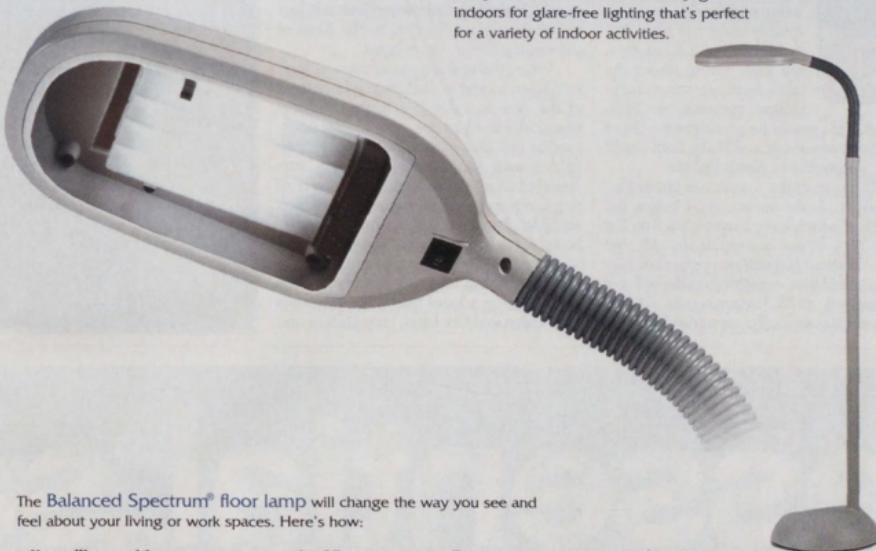
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# The Man Who Can't Miss

James Patterson writes four best sellers a year. How does he do it? With a lot of help from friends

By LEV GROSSMAN PALM BEACH



LITERATURE IS NOT A DEMOCRACY. In the book world, being popular does not necessarily make you great. But if it were, and if it did, then the man sitting across the table from me in a canary-yellow mansion in Palm Beach, Fla., would be president-for-life of the literary universe, and Philip Roth would be a comptroller in North Dakota.

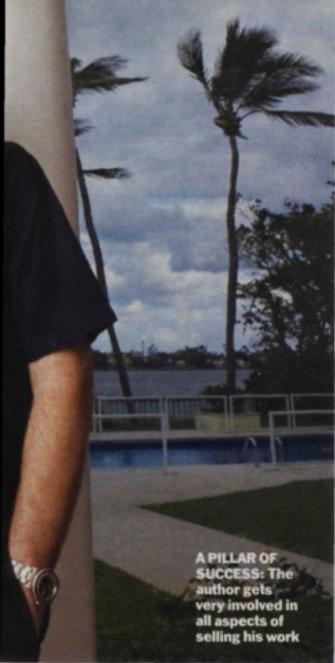
The man in the mansion is James Patterson. He is the author of 34 books, the last 18 of which have gone to No. 1 on the New York Times best-seller list. All told he's sold about 100 million copies; last year they earned him something on the order of \$40 million. At 58, Patterson puts out four or five books annually: mysteries, thrillers,

romance novels, fantasy—he takes all comers. He's already got one out in 2006, *The 5th Horseman*, and it's only March. Patterson is the world's greatest best-seller factory, and depending on how you look at it, he's either a damn good writer or the Beast of the coming literary apocalypse.

When the apocalypse arrives, at least he'll be comfortable. Patterson spends most of the year in Palm Beach, three blocks from a world-class golf course. His backyard is the Intracoastal Waterway. Sitting in his airy, wood-paneled office, surrounded by about a dozen neat stacks of paper representing works in progress, he's amiable, chatty and deeply unpretentious—he refers to his writing as "scribbling." But it's at least a bit of a con—he's read practically everything, and he gets a sly kick out of reminding you of that. He references both Ibsen and Crichton, Joan Didion and



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2



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selling his work

Jean Genet. Before I arrived, just as a courtesy, he read my book.

Patterson grew up in a small town in upstate New York. He always wanted to be a writer, but he didn't find it necessary to starve along the way: he had a highly successful career in advertising, including a six-year run as chairman of J. Walter Thompson in North America. But he never gave up on his dream. In 1977 his first novel, *The Thomas Berryman Number*, won an Edgar Award, the Oscar of the mystery world, although it wasn't a big commercial success. His evolution into James Patterson, The Man Who Only Writes Best Sellers, had yet to be fulfilled.

First came the creation of the Patterson style, which dispenses with any flowery bits or extraneous details. A typical Patterson novel might have 150 chapters, but each one is just two or three pages long. His paragraphs are short too, often just one or two sentences. It's an approach that emphasizes action over style and pace over everything. "It was a little bit of an accident," he says. "I was writing a book called *Midnight Club*, and I'd done about 100 pages, and I was planning to really flesh them out. And I read the 100 pages, and I said, There's something

interesting here. And that's where I went to just leaving a lot of stuff out."

One of the things that's fascinating about Patterson is his total lack of interest in received wisdom; another is his complete confidence in his own judgment. With 1992's *Along Came a Spider*, the first novel in his Alex Cross series, Patterson knew he'd written a best seller—so he took control of the way it was designed and marketed. When his publisher told him it wasn't interested in running a TV campaign, he called in a few favors at J. Walter Thompson and shot the ad with his own money. He wasn't jazzed about *Spider*'s cover, so he redesigned it. "They'd done a cover that had a kid's sneaker on it, with a little blood on it, and I went, I don't know, it didn't do anything for me. I want the reaction to be, 'I want this!'" He blew up the title into huge letters that practically shouted across the bookstore that this book was going to give thriller readers exactly what they were looking for. *Spider* became Patterson's first best seller. He still designs all his own covers. Harvard Business School now teaches a case study on his marketing techniques.

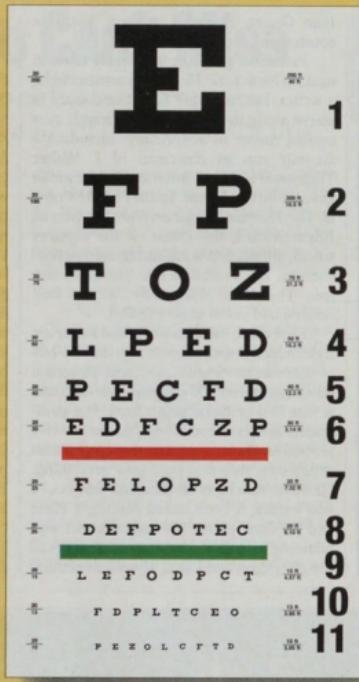
But Patterson still wasn't done. He wanted to re-engineer his own creative process. He's never had a problem with writer's block,

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but there were just too many ideas piling up in his head. So when he and journalist Peter de Jonge came up with an idea for a golf novel, *Miracle on the 17th Green*, he thought, Why not just write it together? "Peter's a much better stylist than I am, and I'm a much better storyteller than he is. It's another way to do things. Why not?"

Since then Patterson has co-written eight of his novels. He'll whip up a detailed outline, then ship it off to his collaborator for a first draft. "I may talk to them on a couple-

resources to tell 'em all, and would I like to talk about a project with him?" That was the beginning of a seven-year partnership, a highly educational one for Gross—he jokes that it's the equivalent of getting an M.F.A. and M.B.A. at the same time. Gross now has a three-book deal of his own.

Patterson probably outsells Toni Morrison 10 books to 1, but his success comes at a price. He will never get respect from the literati. Most reviewers ignore him. In a culture that values high style over story-

#### PATTERSON ON PATTERSON

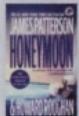
## HIS FAVORITE THINGS

*Who better to choose the best of Patterson's 34 books than the author himself?*

### ■ ALONG CAME A SPIDER



(1992) We always hear that the book is better than the movie, and that's definitely the case here—although Morgan Freeman was, as always, great. When I sat down to write *Spider*, I wanted to use all of my strengths—pacing, plotting—and to avoid my weaknesses, which are too numerous and embarrassing to recount here.



### ■ HONEYMOON

(2005) This no-nonsense thriller has enough twists and turns to give a reader whiplash, one of my most high-minded literary goals.

### ■ BEACH ROAD



(2006) This book will be published in May, and I think it has the best writing, plotting and the most satisfying surprise of all my books. I couldn't have pulled this off without my partner in crime, Peter de Jonge.

### ■ SUZANNE'S DIARY FOR NICHOLAS

(2001) A treacly, overly sentimental love story that I just adore. It's responsible for more letters, by far, than anything else I've written.

### ■ MAXIMUM RIDE: THE ANGEL EXPERIMENT



(2005) My favorite book. No contest. A hundred years or so after my death, I'm quite sure this will be the first \$50 billion movie. But of course the book will be better.

week basis," he says. "And then at a certain point I'll just take it over and write as many as seven drafts. There were a couple of them that really were a mess," he adds ruefully. "At least twice it's been, 'I wish that I just started this thing myself.'" It's rare for big-name authors to use co-writers, and rarer still for them to do it openly, but readers don't seem to mind. "When he first published a book with a co-author on the cover, we watched the performance of that book very nervously," says Little, Brown publisher Michael Pietsch, who edits Patterson. "But the sales were great, because his name was there, and it read like a James Patterson novel."

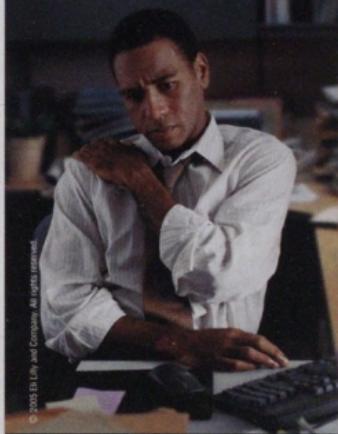
One collaborator, Andrew Gross, used to run the sports-equipment company Head, but his dream was to write novels, and he couldn't get any traction with publishers. One day he got a call: Patterson had seen his manuscript and wanted to have breakfast. "Basically what he said was, 'I've got a lot of stories to tell, and nobody has the

telling, pretty prose over popularity and pulse-pounding plots, he's at the extreme wrong end of the spectrum, and he knows it. And, yes, it irks him a little. "That's probably my biggest frustration," he admits. "There's something going on here that's significant, and it's not easy to do. If it was easy to do, a lot of people would do it."

It isn't easy, nor is it easy to put down, but it isn't quite art either. The fact is, Patterson is an affront to every Romantic myth of the artist we have. He's not tortured. He's not poor. He doesn't work alone, and he's way too unsentimental about his work. Of *The 5th Horseman*, he shrugs, saying, "I don't think it's terribly worth reading, honestly. I think it's fine for that kind of series." But maybe it's time to let go of a few Romantic myths. There's something to be said for good plotting, and for living in mansions instead of garrets, and for not taking yourself too seriously. Literature may not be a democracy, but it doesn't have to be bad business. ■



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# The Third-Novel Curse

After two critically exalted novels, rising star Colson Whitehead comes up with a clunker

**AT THE APEX?**  
Actually, his new novel is a low point



COLSON WHITEHEAD IS, along with Jhumpa Lahiri, almost certainly the most critically adored American novelist under 40. To be really sure about it, you'd need some kind of hypothetical rave-ometer (which, come to think of it,

is kind of a Whiteheadian idea), but after two novels—*The Intuitionist* and *John Henry Days*—he has been awarded a MacArthur “genius” grant, praised by John Updike and Jonathan Franzen and compared (by this magazine) to Ralph Ellison and Toni Morrison. So it’s a bit of a surprise to find that his third novel, *Apex Hides the Hurt* (Doubleday), is a rather modest affair, slender and conceptual in nature. Wouldn’t this be the moment, tactically speaking, to kick out the jams with a massive, world-electrifying tome? It’s also a bit of a surprise to find that it’s pretty bad.

The premise of *Apex Hides the Hurt* is slim even for a slim novel (212 pages, generously spaced). Our hero is a nomenclature consultant, a man whose job is thinking up names for products—“healing the disquiet of anonymity through the application of a balmingly name.” He’s a morose, gloomy, heavy-lidded fellow given to hiding in his hotel room, nursing the memory of a recent professional calamity, the nature of which we learn only gradually.

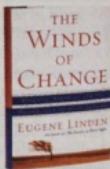
This professional namer—he never gets a name of his own—has been summoned to a small, geographically nonspecific town to ar-

bitrate a dispute over its name. It used to be called Winthrop, after its 19th century patriarch, but a local software magnate is looking for something more hip and happening—“New Prospera” has been suggested. Also in the running is the town’s original name, its Ur-name, chosen by the former slaves who founded it: Freedom.

There is a truth at the heart of this novel, although that doesn’t make it good. The truth is that names can reveal the hidden essence of a thing, but they can also conceal it. That is an insight the reader will arrive at long before Whitehead’s protagonist does (you may possibly be aware of it before opening the book). In the meantime he mores around town riffing on the ephemera of small-town America and indulging his obsession with brand names. The tone is light, by turns over- and underwritten. Our hero seems as uninterested in his fate as we are.

The strong, antiseptic, anesthetic odor of postmodernism clings to *Apex Hides the Hurt*, a sense that you’re watching the shadow play of symbols of things and not the things themselves. There are things around that hurt—vacant late-capitalist follies, personal disillusionment, buried historical crimes. But Whitehead is unable or unwilling to reveal them. —By Lev Grossman

## CONTRIBUTORS

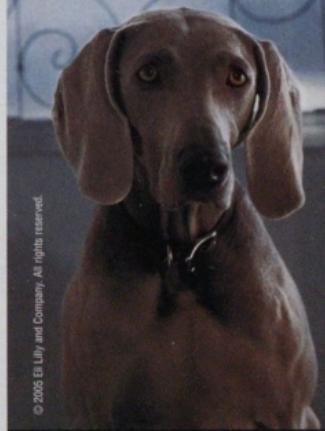


In *The Winds of Change*, TIME contributor Eugene Linden has in effect written two interconnected books. One is a trenchant history of the role that climate shift has played in the destruction of past

civilizations, from the ancient Middle East to the Vikings of 14th century Greenland. The other is a warning that our own civilization is unprepared for the catastrophic change of a global warming that is already under way.



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#### NIGHTY NIGHT

OXYGEN, WEDNESDAYS, 10 P.M.  
E.T.; RETURNS MARCH 22

IN SEASON 1 (OUT ON DVD), hairdresser Jill Tyrrell (Julia Davis) pursued the husband of her wheelchair-bound neighbor, murdered her own hubby and framed a man for his death. Other than that, she's a delight to be around. In Season 2 of this BBC sitcom, writer-actress Davis brings her antiheroine back to feral, scheming life. She's greedy, cunning and sociopathic, but for fans of dark comedy, Jill will kill.

# 6 TOTALLY FUNNY TV SERIES

Here are three debuts and three whose first season you may have missed

#### A SONS AND DAUGHTERS ABC, TUESDAYS, 9 P.M. E.T.

THE TITLE IS AN UNDERSTATEMENT. This partly improvised sitcom focuses on 16 members of an extended Cincinnati, Ohio, clan: siblings, step-siblings, grandparents, married parents and single parents. The family is set abuzz in the pilot when Stepgrandpa Wendal (Max Gail) announces that he's leaving Grandma Colleen (Dee Wallace)—and then doesn't. The material is typical family-comedy stuff—money fights, bedroom troubles, sibling rivalries—but the show's conversational improv rhythms and realistic, documentary style make *Sons and Daughters* worth adopting.

#### ► THE LOOP FOX, THURSDAYS, 8:30 P.M. E.T.; PREVIEWS 9:30 P.M., MARCH 15

THERE ARE PLENTY OF comedies about failure (*see Free Ride, below*). *The Loop* is about the problems of success: Sam (Bret Harrison, near right) is an

airline exec in his 20s whose roommates' idea of a big deadline is still last call at the bar. The jokes can be broad (e.g., the airline starts an offshoot called Jack; if you can't guess where the dirty puns go from there, you don't watch much



Fox). But Harrison shows Topher Gracean charm as a guy stuck between adolescence and adulthood, and Philip Baker Hall (*Magnolia*) steals every scene as his gruff, insensitive boss. If the writing can rise to their performances, *The Loop* could take flight.

#### FREE RIDE

FOX, SUNDAYS, 9:30 P.M. E.T.

NATE STAHLINGS (JOSH DEAN), new college grad, is starting adult life on the slow track—specifically, the move-back-to-your-folks'-house-in-Missouri track. *Ride* is, like *Sons and Daughters*, partly improvised (creator Rob Roy Thomas brought us Bravo's improv-com *Significant Others*), and that gives the slacker comedy an appealing, meandering feel. Good-hearted, eccentric and wry, *Ride* goes nowhere fast, but it has a fine time getting there.

#### WONDER SHOWZEN

MTV2, FRIDAYS, 9:30 P.M. E.T.;  
RETURNS MARCH 31

SUBVERSIVE IS AN OVERUSED word in reviews. But when you send out a kid reporter and have her tell a petting-zoo manager, "These animals have it better than most people in the Third World," you've probably earned it. This brilliant kids'-show spoof—which uses puppets, cartoons and live children for absurdist humor and scathing social commentary—may be the most disturbing thing involving kids since, well, many of our actual childhoods.



#### ► SLINGS AND ARROWS SUNDANCE CHANNEL, SUNDAYS, 8 P.M. E.T.

MUSIC MAY BE THE FOOD of love, but theater is the stuff of laughs in this comedy-drama about the romances and backstabbing at a Canadian Shakespeare company. The next production at the cash-strapped New Burbage Theatre Festival needs to be a hit, and over the objections of director Geoffrey Tennant (Paul Gross), it's *Macbeth*. As well as staging the difficult (and purportedly cursed) tragedy, Tennant must deal with a mutinous troupe, an incompetent festival manager (Mark McKinney of *The Kids in the Hall*) and the legacy of his dead, beloved predecessor, who haunts him like Banquo's ghost. Paying heed both to actors' fragile egos and to their dedication, *Slings* struts and frets its moments on the stage delightfully.

—By James Poniewozik



A woman with dark hair, wearing a blue long-sleeved shirt, is lying on a brown couch. She is resting her head on her hand and looking directly at the camera with a somber expression. The background shows a lamp and patterned curtains.

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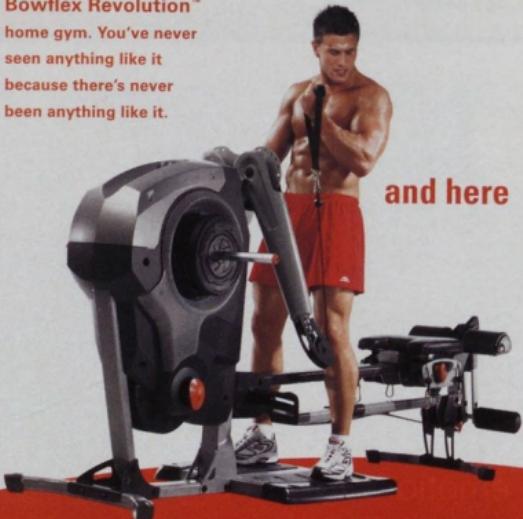
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# BONES OF CONTENTION



ANDREW WEIL, M.D.

CONFUSION SURROUNDS THE SUBJECT OF osteoporosis. That is especially troubling for women, who face the risk of bone loss decades earlier than men do. Should they take calcium pills? Are dairy products the best dietary source of calcium? Are prescription medications safe and effective? ■ To my mind, most of these are open questions. Osteoporosis is strongly influenced by genetics. One day we may be able to identify those at highest risk and urge them to take preventive measures. In the meantime, last month's Women's Health Initiative (whi) report suggested that calcium pills offer only modest, if any, protection. I believe that supplemental vitamin D is more important than supplemental calcium. If you are getting enough vitamin D, particularly in early life, you should absorb

calcium from foods efficiently. What is enough? I recommend at least 1,000 IU's daily taken with a fat-containing meal. (Women in the whi study took only 400 IU's of the vitamin with their calcium pills.) If you do take calcium pills, the citrate form is best but still not as good as calcium in foods.

Calcium-rich foods include dark, leafy greens, broccoli, sesame seeds, canned sardines and salmon mashed up with the bones, cooked dried beans, soy foods

and, of course, milk. But I agree with Harvard's Walter Willett and others that dairy products are not the preferred sources. In the Nurses' Health Study, Willett found that postmenopausal women who drank two glasses of milk a day were no better protected against bone fractures than women who drank a glass or less a week.

If you are looking for a solution to osteoporosis at the pharmacy, be cautious. Many women cannot tolerate the side effects of the



popular bisphosphonate drugs: Fosamax, Actonel and Boniva. The most common problem is gastroesophageal irritation, but dentists and oral surgeons have begun to warn of a more serious problem in a subgroup of patients—necrosis (death) of the jawbone.

As with most chronic diseases, prevention of osteoporosis is preferable to having to treat it. That means adopting

habits that build strong bones early in life. By 35, it's all downhill. The only thing you can do—and it's still important—is slow bone loss.

You help your body build strong bones by eating a varied diet, with plenty of fresh vegetables and fruits and adequate protein.

*Have a question for Dr. Weil about osteoporosis? Go to [time.com/askdrweil](http://time.com/askdrweil)*

Too much protein may accelerate bone loss, an argument against relying on dairy products for calcium or going on high-protein, low-carb diets for weight loss. I recommend eating 20% to 30% of calories as protein. Smoking and excessive caffeine, alcohol or soft-drink consumption may increase bone loss.

Weight-bearing exercises also help.

The teens and twenties are good times for men and women to start strength training. Working out with weights a few times a week builds bones and muscle mass,

**70%**

Percentage of women 50 and up with osteoporosis or early signs of it

which you'll thank yourself for as you age.

Remember, the health of our bones reflects the dynamic interaction of opposing forces. Our bodies contain cells that create bone and others that destroy it. That dynamism enables us to sculpt and reshape the skeleton to respond to changing physical needs. If you are predisposed to osteoporosis, taking preventive action can help ensure that the bone-building forces prevail.



**OLDER, LESS HIP**  
The older you are, the greater your risk of osteoporosis—and a hip fracture that could put you in a wheelchair. Yet a new study in the *Journal of the American Geriatric Society* found that only 10% of women over 75 get bone-density scans; younger women are more vigilant.



**STOLEN ID:** Journey still gets dunning notices for a thief's debts

# DON'T LOSE CREDIT!

By AMANDA BOWER

**H**EIDI JOURNEY'S DREAMS OF OPENING HER OWN business were shattered when the bank she applied to for a loan found out about her credit history. Journey owed \$10,000 on a Discover card, had a Volkswagen Jetta repossessed after failing to make payments, broke an apartment lease, didn't pay college fees and owed money on utility and cell-phone bills.

She learned about those debts the same day the bank did. (Journey had never asked for a Discover

card or leased a Jetta.) She was the victim of the worst kind of identity theft—new accounts opened in victims' names without their knowledge, as opposed to the more common misuse of existing accounts. "My credit was destroyed," says the San Francisco-based fitness model. Four years later, Journey, 29, still has to pay for

everything in cash and has yet to resolve all the bills. "Dealing with this is like having a part-time job," she says.

More than 3 million Americans a year are victims of that kind of identity theft, according to Javelin Strategy & Research. The average cost to businesses, which usually swallow the losses, is \$9,973 per victim. Now

legislators and private industry are working to give citizens more ways to protect their credit.

One logical way is to limit the activities of the three credit-reporting bureaus—Experian, Equifax and TransUnion. It's impossible to open a

## Identity theft can destroy your credit rating. Here's what to do

new credit account—honestly or fraudulently—without contacting one of them to determine whether the customer is credit worthy. The bureaus are happy to offer your personal credit report to a lender; that's

how they make money. They also sell address lists to firms that send those mailbox-clogging offers of preapproved loans and credit cards.

If you believe you have been a victim of identity theft, federal law allows you to place a fraud alert on your credit report for 90 days, legally compelling lenders to ask tougher questions to verify an applicant's identity. A company called TrustedID this week launches a new

\$7.95-a-month service to handle all the paperwork, every 90 days, to keep an alert on your file always. "The bureaus are inherently conflicted, wanting to sell information that needs protecting," says TrustedID co-founder Scott Mitic. The bureaus, not surprisingly, recommend buying different protection in the form of their monitoring services, which alert you within 24 hours of significant activity on your file—after the horse has bolted.

Consumers Union, publisher of *Consumer Reports*, is campaigning for everyone to have the right to freeze credit reports so that the bureaus can't provide your information to anyone without your O.K. Thirteen states have passed freeze laws (although in some states the option is

## Protect Your Good Name

These websites can minimize the damage identity thieves do:

**OptOutPrescreen.com**  
Use it to take your name off pre-approved credit mailing lists sold by the bureaus. (Or buy a shredder and lock your mailbox.)

**FinancialPrivacyNow.org**  
Consumers Union's advocacy site features state-by-state freeze-law information, ways to lobby and FAQs on identity theft.

**AnnualCreditReport.com**  
The only legitimate site to request one free report a year from each credit bureau. To monitor your rating, spread out the requests.

available only to ID-theft victims), and 23 others are considering freeze legislation. Federal measures to protect financial data will be discussed this week by Congress.

Thanks to California's law, Journey has locked her credit report up tight, and urges family and friends to get any protection they can, too. "Not that it does me any good, because my credit is still screwed up," she says. "But my parents recently got a call asking if they were really trying to buy a sofa in the Middle East." They were not. ■

### IDENTITY LOSSES

Number of Americans who had fraudulent accounts opened in their name last year:  
**3.4 million**

The average victim spends **\$834** and **77 hours** making calls, getting advice and filling paperwork to deal with fraudulent accounts opened by identity thieves

But business bears most of the costs—**\$24.6 billion** for new accounts and **\$32 billion** for existing ones in 2005

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## KIND COUTURIER

And the next Ralph Lauren is ... a nice gal from Texas? **CHLOE DAO**, 34, says she was "totally shocked" to be crowned "the next great American designer" by Bravo's fashion reality show *Project Runway*. Dao, who runs her own boutique in Houston and who wowed the judges with a line of soft, tailored evening wear, beat presumed favorite Daniel Vosovic and unofficial runway villain Santino Rice to win \$100,000 for her line and a fashion spread in *Elle*. "I can't wait to go back in my garage and start cutting," says Dao, who has already heard from Bergdorf Goodman. As *Runway* host Heidi Klum would say, "Wunderbar!"

BILL OLIVE/CLUNA

## LOOK WHO'S FULL OF THE DEVIL AGAIN

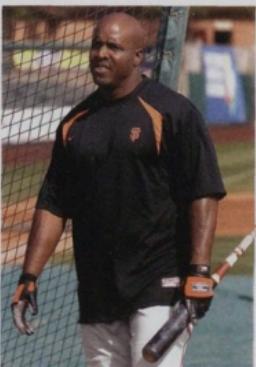
### FIRST LOOK

**MIA FARROW**'s career owes a lot to Satanism. Of course, we mean her breakout role in 1968's *Rosemary's Baby*, in which devil worshippers covet her unborn child. On June 6, Farrow revisits the thriller genre as Mrs. Baylock, the sinister nanny to Damien, played by **SEAMUS DAVEY**.

**FITZPATRICK**, 8, in a remake of 1976's *The Omen*—also starring Julia Stiles and Liev Schreiber. "I'm not sure why everyone loves being scared," says Farrow. "But it worked for me—and Stephen King."



KRISTEN MCKEE/NETFLIX; JEFF M. COLE/NETFLIX



ROSS D. FRANKLIN—REUTERS

## A DUGOUT BOOK-CLUB PICK

**BARRY BONDS** needs only seven more home runs to surpass Babe Ruth's career total of 714. But this season the San Francisco Giant will bat to some boos, since a new book detailing the surly slugger's alleged steroid abuse is scheduled to hit stores in time for opening day. In *Game of Shadows*, two San Francisco Chronicle reporters write that Bonds, 41, first tried performance-enhancing drugs in 1998 out of jealousy toward heavier hitters Mark McGwire and Sammy Sosa. Bonds has denied knowing about steroids, and his lawyer questions the book's credibility. But baseball commissioner Bud Selig says he will read it, and congressional investigators will too. "There's more to life than baseball," Bonds said at spring training. Maybe he'll get a chance to explore the wider world quite soon.

## Q&A | CHUCK NORRIS

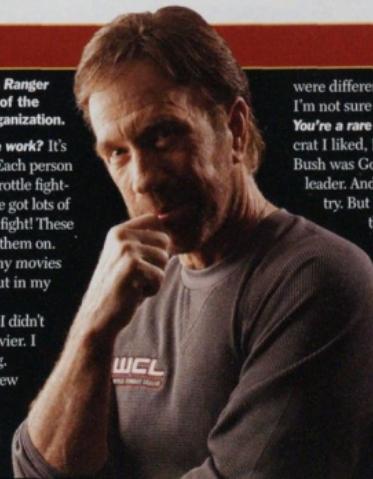
**The action star and former *Walker, Texas Ranger* is now an online cult hero and founder of the World Combat League, a new fighting organization.**

**How does your professional fighting league work?** It's six-person teams—five men, one woman. Each person fights a 3-min. round—3 minutes of full-throttle fighting. My mind was on a male league, but we got lots of e-mails from women who said, We want to fight! These women are tough. I wouldn't want to take them on.

**So violent—like your movies.** Why have my movies been so successful? People like action. But in my movies, violence is a last resort.

**Does Hollywood take you seriously?** No, but I didn't start acting expecting to be Laurence Olivier. I wanted to do films that were entertaining.

**Walker obviously has to love Westerns.** I grew up just with my mom raising me. John Wayne and Roy Rogers were sort of surrogate fathers to me. Westerns in those days



were different. I haven't seen *Brokeback Mountain*. I'm not sure I will. I don't like way-out drama.

**You're a rare showbiz Republican.** If I found a Democrat I liked, I'd support him too. When President Bush was Governor of Texas, I felt he was a strong leader. And I felt he'd be a strong leader of the country. But I wouldn't want to be in his shoes for all

the money in the world. A group in Texas tried to get me to run for Senator, but I've got more important things to do.

**Like being an online cult hero. There are these weird but wildly popular sayings like "Chuck Norris can divide by zero."** To say I'm surprised is an understatement. I take it as a compliment.

**Do you even send e-mails?** I told you, I'm from the Wild West. I write by hand. —*By Jeff Chu*

Christopher Buckley

# How to Break into Movies in Only 12 Years

An author takes a ride on Hollywood's Tilt-a-Whirl and gets a little dizzy

**S**OME TIME AGO, THE WALL STREET JOURNAL REPORTED that Tom Clancy had gone as ballistic as a Red October submarine-launched missile because the director who was turning one of Clancy's novels into a movie placed a reef in the middle of the (reefless) Chesapeake Bay for plot reasons. Thinking back on the account of this Sturm und Drang in a teacup, I thought, Dude, count your blessings. The movie version of one of my novels had just run aground again, not in the Chesapeake but somewhere in the middle of that reef and wreck-strewn seascape known as Hollywood.

It was a book called *Thank You for Smoking*, a satire about a Washington tobacco lobbyist and his somehow weirdly valiant efforts to convince the world that smoking isn't conclusively unhealthy. Mel Gibson, or more accurately, "Mel's people" (as we movie folks say), optioned the rights to it in 1994, even before it was published. Mel's people couldn't have been nicer. They announced with conviction, "This will be Mel's next movie." That was extremely pleasing to hear. And, indeed, I would hear it many, many times over the ensuing decade.

I watched, from very distant sidelines, as Mel and his people dithered with inconsequential projects. Two of these, a movie called *Braveheart* and—what was the name of the other one?—*The Passion of the Christ*, bombed miserably at the box office. While I felt sorry for him, I thought, Well, Old Shoe, you really have only yourself to blame. You could have been a star. You could have been a player.

Those—to use a Gibsonian film metaphor—Stations of the Cross will be familiar to anyone who has ever sold a literary property to Hollywood. The stories are legion, and they've happened to writers way more eminent than me. The Wall Street Journal also reported that the late western novelist Louis L'Amour wrote more than 100 books and that nearly 50 of them—50!—were sold to the movies. One novel that got the treatment was published under the title *The Broken Gun*. By the time it came out as a movie, it was called *Cancel My Reservation* and starred Bob Hope and Eva Marie Saint.

Ernest Hemingway was so embittered by his experiences in Hollywood that he formulated what might be called Hemingway's Rule for Dealing with the Celluloid Bastards:

Drive your car up to the California state line. Take your manuscript out of the car. Make them throw the money across first. Toss them the manuscript, get back in the car and drive back east as fast as you can.

My little saga might have gone the way of most of those little sagas. But then one day, as *Smoking* continued to languish in the ninth circle of Hollywood-development hell as Mel and his people occupied themselves with an obscure fracas set in Jerusalem 2,000 years ago, I received a call from a 24-year-old named Jason Reitman.

He beguiled me with his opening sentence: "I'm the guy they hired to f\_\_\_ up your book." He had read the book, written

a screenplay on spec (i.e., without financial guarantees) and sent it to Mel over the transom. Mel read the script and called Jason from his private jet—presumably flying from one bankruptcy court to another—to say it was brilliant and exactly the script he had hoped for and he would absolutely make it. And that was the last Jason Reitman ever heard from Mel.

Sometime after that, an old friend of mine called. He said, "There's this guy I

know from Stanford. He was chief operating officer of something called PayPal, which was sold to eBay for \$1.4 billion. Now he wants to get into moviemaking and wants to make *Thank You for Smoking*." I told him my absolute rule is to accept phone calls from people worth \$1.4 billion who want to make my novels into movies.

David Sacks called the next day. I told him he must call Mel's people. David spent the next year and a half negotiating back the rights. I congratulated him and went back to assuming that the usual—that is, nothing—would happen.

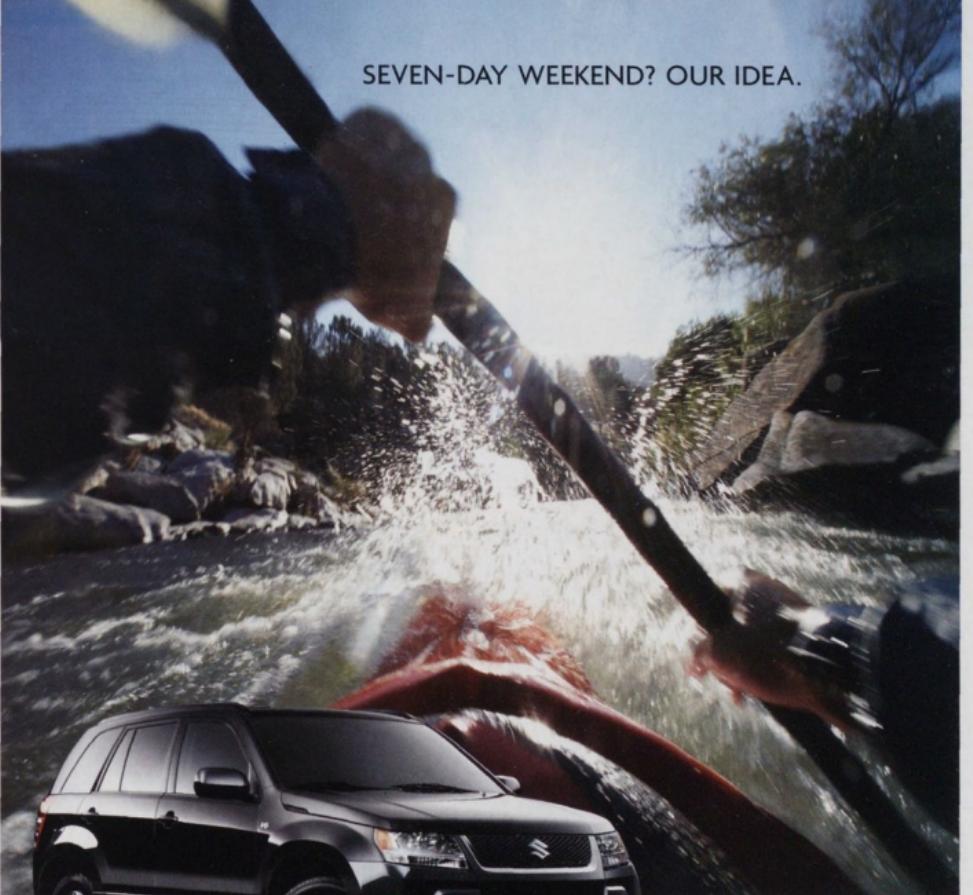
Then one day a few months later, I got an e-mail from a Washington friend who had moved to Park City, Utah, to become a masseuse. She wrote, "Hey, great news about Aaron Eckhart!" I wrote back, "What news about Aaron Eckhart?" She said, "He's been cast in the lead in your movie." I said, "He has?"

Two days later, I got an e-mail from David: "Pigs are flying, snowballs are forming in hell. *Thank You for Smoking* is finally in production!"

Great news for David and Jason, but it certainly put the kibosh on my plans for a novel called *Thank You for Nothing*. ■



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